

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, Alan Cohen, Jonathan Essoka, Virginia Helm, David Kratzer, Fred Milbert, Kenneth Mirsky, Sheila Perkins and Diane Williams. Staff present was: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager, and Steve Burns, Tax Collector. Also in attendance was Carmen Reitano, resident of Glenside.

1. ***Call to Order.*** Chairman Alan Cohen called the meeting to order at 7:07 p.m.
2. ***Approval of Minutes.*** Chairman Cohen made a motion to approve the October 19, 2010 minutes with one correction, under D. Marketing and Promotions, District Liaison for E. Cheltenham Avenue, Ms. Helm noted that she did recommend a bike rack to be placed at or near the Melrose Shopping Center. The motion to amend was unanimously accepted.

Chairman Cohen welcomed new members, Sheila Perkins and Jonathan Essoka who are now voting members.

Ms. Williams stated that Ms. Marshall was unable to attend but did send a report via e-mail.

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

A. Design – Mr. Kratzer reported that there were no Design Committee applications this month.

B. Organization and Development – Mr. Carboni will mail more letters requesting donations for WinterFest. Ms. Shaw stated that she had been contacted by Republic Bank who wished to have a presence in the Township. She suggested they could help sponsor an event and suggested contacting Mr. Carboni.

C. Economic Restructuring (ERC) - Mr. Milbert offered an update on CreekSide Co-op. The Co-op's application to the USDA for funding was declined and the Co-op is appealing. The Co-op

is looking for approval of other funding. The building which the Co-op plans to purchase is now up for foreclosure but lenders are working with them.

A farmers market is now located inside Ashbourne Market on the left side for the winter. A new restaurant, Yo Dogs! had a soft opening today and expects to open to the public next week. The approved signs and canopy are up. There is also a convenience type store scheduled to open up in the former Elkins Park Pharmacy subject to zoning issues. A brief discussion ensued on the impacts the Township's sanitary sewer moratorium is having on new business openings.

D. Marketing and Promotions Committee – Mr. Carboni's report also indicated that he was working on raising \$500 for the annual WinterFest event. Mr. Carboni was asked to describe the projects the Marketing and Promotion Committee undertakes, for the benefit of any member who would like to volunteer to work on the committee. A brief discussion ensued with descriptions by the Main Street Manager describing the activities of all the committees.

- District Liaison for Elkins Park East – Mr. David Cohen was not present to offer a report.
- District Liaison for Glenside – Ms. Haff was not present but did forward her report to Ms. Shaw as follows: The Downtown Glenside Merchants' Association is decorating the businesses in the area for the holidays. The merchants have ordered First Friday/WinterFest posters. Volunteers are needed to decorate hanging baskets, and the baskets, along with lights and winter greens will decorate the street lights. The Committee will use the LED lights that were purchased last year. Ms. Haff will coordinate with the Glenside Fire Company for Santa to arrive on December 3, 2010 at 6:30 p.m. The annual WinterFest event is being combined with the December First Friday event and will be held on December 3, from 5-8 p.m.

- District Liaison for E. Cheltenham Avenue – Ms. Helm stated that a letter of introduction, business card and information packet including calendar and map were helpful and appreciated by the merchants she visited in her district.

Ms. Helm developed a spreadsheet with contact information to be e-mailed to Ms. Shaw. She noted there had been a storefront vacancy on the west side of the Shopping Center, next to the Beauty Supply store, but now is occupied by Avon Products. Ms. Helm stated that there a just a few more businesses she needs to visit.

Ms. Helm noted that she does not like the idea of a bike rack near Town Tobacco.

- District Liaison for Cheltenham Village – Mr. Lewis was not present to offer a report.
- District Liaison for Elkins Park West – Mr. Mirsky had nothing to report.

E. America in Bloom (AIB) – Ms. Williams reported that the work to cut back and mulch the plantings at the existing sign posts was completed. Ms. Williams stated that she did not feel that Cheltenham Township was ready to make application for AIB this year based on the criteria for judging. She would rather enhance more existing sign posts and entrance areas rather than spending the money on the application. Mr. Havir noted that the application fee was included in the operating budget and a request for plantings at ten additional entrances was included in the capital budget. Mr. Havir stated that Diana Weiner provided favorable recommendations for the EDTF to consider about an anticipated application for AIB and that she would encourage us to join sooner than later. Ms. Williams stated she would contact Ms. Weiner.

Chairman Cohen stated that he felt that the EDTF sub-committee named AIB should be changed to something like Township Beautification Committee and asked Ms. Williams to come up with a name by the next meeting.

In order to help with the two objectives of the ERC (Recruitment & Retention), Chairman Cohen divided the responsibilities into two categories and will now be chaired as follows: Mr. Milbert will chair Recruitment (only) and Ms. Williams will chair Retention (only). Under Mr. Milbert's report, two vacant storefronts became available. Unfortunately, Serendipity at 1405 S. Easton Road is going out of business. Jackson Hewitt at 109 S. Easton Road is moving from its current location (and that allows space available for retail) to 115 E. Glenside Avenue. Under the new Retention Chairmanship, Ms. Williams will coordinate activities such as going to all shops, for example, showing how shop owners could dress up their windows - a low cost expense. Ms. Shaw indicated that Ms. Haff was approached by a window dresser interested in volunteering for this type of job. .

F. Kobawoo Shopping Center and adjacent stores at Penrose and Cheltenham Avenues. Ms. Marshall was not present to offer her report. However, Chairman Cohen noted that he recently ran into the architect who indicated that Mr. Choe, owner of the shopping center next to Kobawoo, was not interested in working together with Mr. Yu who doesn't want to outlay any money. Mr. Cohen felt that an ambassador of the EDTF should reach out one more time. He stated that discussion should include the adage that one must spend some money to make some money. If neither of them are interested at this time, then the issue should be placed on the back burner and they should be told to let us know when they wish to begin a dialogue again.

4. Chairman's Report – Mr. Cohen reported that he reviewed the Request for Professional Design services for Elkins Park West and worked on getting new members to be appointed to the EDTF. Mr. Cohen asked new members to let him know what committee or project they would like to work on. He also asked that Ms. Shaw share information with new members. Additionally, new members can find information on the Commercial District Enhancement Plan for the five districts on the Township website, as well as the Community Revitalization Plan and the Marketing and Retention Plan. Ms.

Shaw noted that she is in the process of securing cost estimates on updating the Business Recruitment brochures, as well as the business checklists.

5. Old Business –

A. Mr. Havir noted that at the last meeting, five district liaisons had been asked to review the Market Retention/Recruitment Plan to identify goals for next year and to use one priority project listed in the Plan for their district and report back to the committee. District Liaisons were encouraged to use Ms. Shaw's introduction letters and EDTF business cards that are available from Mr. Havir, as well as the brochures to solicit businesses, and some presentation packets to real estate offices to get recruiters in town to fill vacancies.

B. Mr. Havir reported that The GCA BID Board of Directors held their regular monthly meeting earlier today. The Board did review and approve the Route 309 landscape plan for the Cheltenham/Ogontz Avenue SEPTA Bus Loop improvements. Staff will propose to the Township Board of Commissioners at the December 22nd meeting, sponsorship of the PennDOT Highway Occupancy Permit (HOP). A Township maintenance agreement for the area between the BID Board and the Township will need be prepared prior to the Board meeting by the Township Solicitor.

Assessment bills were sent out to business property owners and it was reported by Mr. Burns last month that \$28,000 had been collected from the property owners with an additional \$20,000 being collected this month.

C. Mr. Havir reported that a job meeting was recently held for the La Mott Pedestrian Street Lighting Project to review the survey on Beech, Graham, B-D and Sycamore streets. Digging for foundations is to begin on Graham Street. It appears reasonable that street light installation will begin closer to the end of December.

D. Mr. Essoka inquired about the recycling symbol stickers for the labeling and visibility of the existing recycling receptacles on Easton Road in the Glenside Commercial District. He stated he could not see them from the street. Mr. Havir responded that the stickers had been placed on the lids.

E. Elkins Park West Streetscape Project – Mr. Havir reported that Gannett-Fleming was the preferred contractor recommended to provide the preliminary engineering design services for the project. An award of contract will be considered by the Board of Commissioners on November 17, 2010.

F. Elkins Park East – A Pennsylvania Community Transportation Initiative (PCTI) grant application funded through PennDOT was filed on September 15, 2010 and is currently being reviewed and ranked by the Delaware Valley Regional Planning Commission (DVRPC). It is anticipated that we will hear back from them before the end of December

6. *New Business* -

A. Glenside Easton Road Streetscape Improvements Project, Phase III. Mr. Havir stated that PennDOT/DVRPC requires a full time construction inspector to represent the Township during the project. A Request for Qualifications was recently advertised with responses due on December 3, 2010.

Mr. Carboni inquired about the status of the Roberts Building property and the foreclosure of the Elkins Estate. Mr. Burns reported that the potential property owner was not able to close on Roberts Block. The Township is aware of the report that the Elkins Estate is in foreclosure and will continue to monitor this situation.

7. ***Main Street Manager Report*** – Ms. Shaw briefly described a new pilot program being offered by the Pennsylvania Downtown Center 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. Properties such as former Ashbourne Market, Roberts

Block or the old Michael's Appliance Center might be considered. Ms. Shaw will send information to EDTF members about this new program.

Ms. Shaw thanked Mr. Essoka for assisting at the Eastern Montgomery County Chamber of Commerce Business Expo held at Salus University on October 21, 2010.

8. Assistant Township Manager Report –

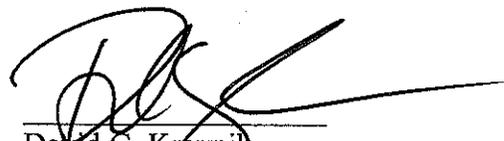
A. Mr. Havir reported that money for bike racks was placed in the Capital Budget.

B. Mr. Havir noted the Gateway Signage was earmarked in the FY 2012 Capital Program. Ms. Helm inquired about signage in the E. Cheltenham District. There is only one sign at Bellmawr Road. Mr. Havir noted there was an issue with the second sign's location west of Front Street which is the dividing line between West and East Cheltenham Avenue. The sign was removed.

Ms. Williams also noted that signs are one-sided. She proposed having something significant to each area painted on the backs of blank signs on future projects. It was noted that way-finding signage are typically one-sided.

C. The next meeting will be held at the Township Administration Building with light refreshments served. There will be a brief business meeting after the awards presentations, but no committee meeting.

9. Adjournment: The meeting adjourned at 8:30 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, November 16, 2010, 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 K PERKINS	Seabring2000@yahoo.com	Y
2	VIRGINIA HELM		N
3	DIANE WILLIAMS	267-253-6947	Y
4	Ken Myrsky		Y
5	Tom Carboni	tomcarboni@aol.com	Y
6	FRED MILBERT	FMILBERT@ HELIX GMAIL.COM	Y
7	CARMEN GREITANO	MRCARMENGREITANO@AOL.COM	N
8	Jonathan Essoka	jessoka@verizon.net	Y
9	Alan Cohen		Y
10	DAVID KRATZEN	DKRATZEN@BAZAARCHITECTURE.COM	Y
11	Stephen Burns	sburns@cheltenham-township.org	
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