

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

Members present were: Alan Cohen, Maureen Haff, David Kratzer, Kenneth Mirsky, Brad Pransky and Stephen Vahey. Staff present was: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Ex-officio member was Jonathan Essoka. Guests were Drusilla Buscemi, Kate Peyton and Hope Tsingles.

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 September 20, 2010 minutes as written. The motion was unanimously accepted.
3. **Main Street Committee Reports by Chairpersons:**

A. **Design** – Mr. Kratzer reported that there were no additional design grant applications received this month; however, there is an update on the following:

- **#10-19, Yo Dogs!, 7854 Montgomery Avenue, for signage (3).** Photographs were circulated for review.

Sign 1: Committee recommended adding hours of operation to red sign. Received zoning approvals from Zoning Officer.

Sign 2: Yellow awning, same size and location. Received zoning approvals from Zoning Officer.

Sign 3: This is a perpendicular, hanging wall sign designed to represent the featured dish at the restaurant, a hot dog. Still under consideration and requires zoning approvals.

- **#10-18, Rocky's, 22 E. Glenside Avenue,** for replacement windows. Chairman Cohen inquired about the windows facing the rear of the building. Discussion ensued regarding the definition of façade for the purposes of Cheltenham Township's Design Challenge Grant Program Application Guidelines. Chairman Cohen asked the committee to consider, if where the public enters a building should be considered a "façade" when reviewing the Guidelines.

Mr. Kratzer reported that the committee continues to work on the modification of verbiage and requirements for the Design Challenge Grant Program Application Guidelines and will probably have something more to report next month.

**B. Organization and Development** – Mr. Carboni was unable to attend but sent a report that he had reviewed and approved the recipients nominated for Business Recognition Awards Program.

**C. Economic Restructuring-** Mr. Milbert was not present to offer a report.

**D. Marketing and Promotions Committee** – Mr. Carboni's report also indicated that he was working on raising \$500 for the annual WinterFest event, as a requested budget by the M & P Committee.

- District Liaison for Elkins Park East – Mr. David Cohen was not present but did via a report offer his recommendation for two bike racks in his district as follows: Elkins Park SEPTA Train Station (1) and the former Elkins Park Pharmacy location (1).
- District Liaison for Glenside – Ms. Haff is still assessing locations for bike racks in Glenside. Ms. Haff reported that there was a lot more involvement from volunteers and merchants this year for the Glenside Street Fair which was a big success – vendors and food were good, attendance was good and weather was great. Ms. Haff acknowledged the wonderful support from the volunteers from Arcadia University. She also noted that the community service volunteers were very helpful. The Downtown Glenside Merchants Association (DGMA) will meet on Thursday morning to summarize the event. Financially, the vendors were happy. The DGMA table raised close to \$500. Part of those funds were used to purchase a tent for future events. Ms. Haff is beginning to work out the details for the annual WinterFest event and is planning to coordinate this event with the First Friday event on December 3, from 5-8 p.m. This means scheduling the holiday decorating activity prior to Thanksgiving. The

Committee will use the LED lights that were purchased last year and need to purchase new greens for the hanging baskets. Ms. Haff will coordinate with the Glenside Fire Department. Someone will also portray Santa.

- District Liaison for E. Cheltenham Avenue – Ms. Helm was not present but had e-mailed her report with a recommendation not to install a bike rack in the Melrose Shopping Center. It was suggested by the EDTF that if one is to be placed in the shopping center that it be on the far east side at the end of the CVS sidewalk. Ms. Shaw suggested one in front of Tobacco Town at 140 Cheltenham Avenue. Additionally, Ms. Helm stated in her report that the Shopping Center has trash receptacles strategically placed along the shopping center which they maintain at no cost to the Township.
- District Liaison for Cheltenham Village – Mr. Lewis was not present to offer a report. However, during discussion of bike racks, Staff recommended two bike racks; one rack near the Sovereign Bank and one rack in front of the Post Office.
- District Liaison for Elkins Park West – Mr. Mirsky reported that he would recommend a bike rack at the corner of Old York and Church Roads as well as at the Sestak office location. Mr. Mirsky did not feel there was enough space for a rack near Fitness 19.

Mr. Havir noted that last week, in discussion with the Main Street Manager and Design Committee Chair and due to timeliness, a report was submitted to the Township Manager for consideration of a recommendation for bike racks as follows: Glenside (4); Elkins Park East (2); Elkins Park West (2); Cheltenham Village (2); and East Cheltenham Avenue (1) for a total of ten (10) at \$600.00 each which involved installation.

Mr. Kratzer mentioned that the committee reviewed the existing ordinance that is in place which addresses recycling containers. He feels it just needs a few modifications.

**E. America in Bloom** – Ms. Williams was not present to offer a report.

**F. Kobawoo Shopping Center and adjacent stores at Penrose and Cheltenham Avenues.**

Ms. Marshall was not present but did communicate to Mr. Havir that she had tried to reach Mr. Choe at least two times last week without a return phone call to date.

**4. Chairman's Report** – Mr. Cohen reported that he was reviewing this year's EDTF activities which will be delivered at the December meeting. Chairman Cohen reiterated his request of Committee Chairs as well as District Liaisons to submit written reports of their activities each month by Friday morning prior to the meetings.

**5. Old Business** –

**A.** Mr. Havir noted that the district liaisons had been requested to review the Market Retention/Recruitment Plan over the summer months to identify goals for next year to use one priority project listed in the Plan for their district and report back at the September meeting.

**Chairman Cohen asked the district liaisons to follow up with the request at the November 16, 2010 EDTF meeting.**

**B.** Mr. Havir reported that The GCA BID Board of Directors held their regular monthly meeting today. Mr. Havir reported that the BID Board did recommend approval of the substitution landscaping material for the Cheltenham/Ogontz Avenue SEPTA Bus Loop improvements. Going forward, a PennDOT Highway Occupancy Permit (HOP) will be required as well as liability agreement regarding the material and maintenance of the area between the BID Board and the Township.

Assessment bills were sent out to business property owners approximately four weeks ago. The BID Board did agree to extend the penalty fee for late assessment payment provision from October to December 31, 2010. To date, \$28,000 has been collected from the property owners.

C. Mr. Havir provided an update of the community meeting he attended with Commissioner Portner and the contractor at the La Mott Community Center on October 3, 2010 regarding the proposed work schedule which began on October 4, 2010 for the La Mott Pedestrian Street Lighting Project. Only 22 residents attended the meeting. Most of the group was in favor of the project with a handful of residents who were not. Since that time, the surveyor has been out to the project site and marked the locations for the light foundations. Several questions and/or concerns from property owners were raised. Township Staff along with the Project Consultant, Surveyor and Electrical Contractor will visit the project site next week and try to resolve concerns.

D. Mr. Havir noted that Ms. Shaw and he are working on drafting an amendment to the recycling ordinance to deal with requirements of businesses providing recycling containers. Mr. Havir noted that the EAC members had observed some problems with the labeling and visibility of the existing recycling receptacle on Easton Road in the Glenside Commercial District. The EAC appointed Mr. Essoka to walk the district and identify the problems and make some recommendations. Discussion ensued and several suggestions were made such as: standardize and use same color for the containers in the districts and/or purchase recycling symbol stickers for the containers as well as placing stickers or painting "recycling" on the sides of the containers. Mr. Havir noted that each receptacle has two signs attached to the sides and the Township had stickers made for the lids last year. Ms. Shaw will check to see if the stickers were applied to the lids.

E. Elkins Park West Streetscape Project – Mr. Havir reported that seven proposals were received and two EDTF members and two Staff members were in the process of reviewing and evaluating the proposals. Interviews for the top two candidates will most likely be scheduled for early next week.

6. *New Business* - Ms. Haff stated that the pavers in the roadway of Wesley Plaza were uneven and could possibly cause a problem. Ms. Shaw will follow up with Public Works Department with a copy to Mr. Kastenhuber and Mr. Havir.

Additionally, Ms. Haff questioned when the PennDOT project at Keswick & Glenside Avenue will be finished. Mr. Havir will check with Mr. Kastenhuber.

Mr. Cohen inquired about Citizen Committee Appointments. Mr. Havir reported that appointments will be made on Wednesday at the Board of Commissioners Meeting. Mr. Cohen said he would contact the Township Manager to determine if the two vacancies on the EDTF will be filled.

Ms. Haff stated that some merchants have questioned the status of the Glenside BID process. Ms. Haff noted that Ms. Sparacino had stopped by her shop recently and said to keep momentum going amongst the business property owners. Mr. Havir stated that Delta Development Group has provided some sample verbiage for placing into an ordinance for consideration of creating a Business Improvement District in Glenside. After Mr. Havir's preparation of the draft ordinance, it will be forwarded to the Township Solicitor for review. Mr. Havir stated there is still a lot of work to do to get to that point and a cost associated with the public hearing and adoption process. Mr. Havir is hopeful to have a draft completed by the end of the year. In early 2011, if the Board of Commissioners concurs, the notification to business property owners could be mailed. However, to be successful there must be a majority support by the property owners. Need outreach to community again, perhaps door-to-door by those property owners and businesses who support the BID. Ms. Haff noted that the GCA BID seems to be up and running. Mr. Havir noted that getting the GCA BID to this point was also a very slow process.

**7. Main Street Manager Report –**

**A.** The Business Recognition Awards Program, nominations vetted and approved by Chair of Organization & Development as follows:

- *For Established Business:* Century 21 Advantage Gold in Elkins Park West.
- *New Business:* Max and David's, in Elkins Park West.
- *Beautification:* Gerhards on Easton Road for hardscape and landscaping project.
- *Volunteer of the Year:* 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.
- *Cheltenham in Bloom:* The Frame House in Elkins Park East and Elkins Park Square for their perennial flowers, an asset to Old York Road noted as the winners as recommended and judged by the Elkins Park Rotary Club.
- Awards will be presented at the December 14, 2010 Annual Joint EDTF/Main Street Awards Presentation and meeting.

**B.** Ms. Shaw requested assistance from EDTF members to staff a table at the Eastern Montgomery County Chamber of Commerce Business Expo being held at Salus University on Thursday, October 21, 2010 from 5-7 p.m. Ms. Shaw will be at the Expo from 1-7 p.m.

**C.** National Main Street Program Accreditation – The Pennsylvania Downtown Center evaluates local Main Street programs according to ten performance standards and provides national recognition to those that meet these standards. Cheltenham Township is eligible to apply for this status. Additionally, Cheltenham Township Main Street is now eligible for the PA Downtown Center's Achiever Status.

**8. Assistant Township Manager Report –** No additional reports.

**9. Adjournment:** The meeting adjourned at 8:05 p.m.



David G. Kraynk,  
Township Manager

Submitted by:  
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, October 19, 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	Stephen Vahey	stephen.vahey@allstate.com	Y
2	Alan Cohen		Y
3	Kate Peyton	katep@lynnewoodapts.com	
4	Hope Tsingels	hope.t@lynnewoodapts.com	
5	Maurleen Hark	Sweetmagglenes@gnail.com	Y
6	Jonathan Essoka	jessoka@verizon.net	Y
7	Kenneth Minsky		Y
8	DAVID KRATZER		Y
9	BEAS PRANSKY		Y
10	Dmsilla Busemi	buscemid@arcadia.edu	
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			