

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, David Cohen, Maureen Haff, Virginia Helm, David Kratzer, Dwight Pedro Lewis, Fred Milbert, Brad Pransky and Stephen Vahey. Staff present were: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Ex-officio member was Jonathan Essoka. Guest was Drucilla Buscemi.

1. ***Call to Order.*** Chairman Alan Cohen called the meeting to order at 7:05 p.m.
2. ***Approval of Minutes.*** The May 11, 2010 meeting minutes were unanimously approved as submitted per motion by Chairman Cohen and seconded by Mr. Kratzer. Chairman Cohen announced that the discussion of the April 22, 2010 minutes would be tabled to the July 20, 2010 Meeting.
3. ***Main Street Committee Reports by Chairpersons:***

A. **Design** – Mr. Kratzer reported that one design grant application for a sign was received this month for 560 E. Church Road. The Design Committee recommends approval of this new sign with the caveat that we receive cost estimates and confirm that the sign is not an illuminated cabinet but rather neon channel letters. A lengthy discussion followed on the Township façade enhancement program and the remaining monies unallocated for funding design challenge grants to commercial property owners. Ms. Shaw stated that there was approximately \$15-20,000 left for façade enhancements that must be used by June 30, 2010 or be returned to the state. Two projects that could benefit from those funds but for one reason or another have not been able to be submitted for review in time or have their project completed are Roberts Block and the CreekSide Co-op. A motion was made by Ms. Helm and seconded by Mr. David Cohen to delegate

administrative authority to Staff to either allocate the balance remaining to projects that can be completed within the next three weeks or ask the Department of Community and Economic Development (DCED) for an extension.

Mr. Kratzer presented several bike rack designs for discussion. Mr. Kratzer stated that the Committee needs assistance with budget information to frame size, style and quantity. Mr. Essoka asked if there were any existing plans or specifications already available with this type of information from which to draw. Mr. Havir responded that he would make streetscape plans available to the Design Committee. Mr. Havir also stated that there is a design concern with the current bike rack selection installed on Easton Road. The style chosen may not be appropriate for the other four commercial areas and people have indicated they are unaware it is a bike rack and have not been using it. Mr. Kratzer stated that prices range from \$400 on the low end to \$2,000 on the high end. He stated that the \$600 rack which holds 4 bikes seems to be the most efficient. Mr. Kratzer stated that installation and education signage would also have additional costs. Mr. Kratzer will make a recommendation at the next EDTF meeting after reviewing the existing plans and specifications for Glenside and Elkins Park East. Chairman Cohen will assist Mr. Kratzer.

Recycling Receptacles – Following a lengthy discussion on what types of establishments should provide recycling receptacles, such as convenience stores and/or gas stations with mini-markets, or any other establishments who sell drinks and fast food in aluminum or plastic containers, the EDTF requested that Mr. Havir and Ms. Shaw take the issue back to Staff for further direction. Discussion was tabled until the next meeting.

B. Organization and Development – Mr. Carboni was not present to offer a report.

C. Economic Restructuring- Mr. Milbert reported that a cookie-cutter type- restaurant may rent space where the Little Dipper was located. A yoga establishment is located behind the

DoGroom. The Co-op applied for a \$450,000 low-interest loan with the Pennsylvania Department of Community and Economic Development (DCED) through the Rural Development Authority. Additionally, approval of a 4.5% USDA \$3,000,000 loan submission is expected.

D. Marketing and Promotions Committee –

- District Liaison for Elkins Park East – Mr. David Cohen reported that Arts in the Park went well even though the weather caused them to close early which affected expected revenue. The committee members are already working on next year's event. The Friends of High School Park thanked the EDTF/MS for their assistance. Mr. Cohen inquired about corporate sponsorship of the Farmers' Market when it is held on Township property such as ...“This Farmers' Market is brought to you by (name of corporation).”
- District Liaison for Glenside - Ms. Haff reviewed the Downtown Glenside Merchants' Association (DGMA) report. (see attached) Ms. Haff stated that The Glenside Street Fair will be held on October 2, 2010 with an international theme this year. Committee members have been meeting to form committees and select a chairman.

DGMA has a table at the Glenside Farmers Market for fundraising with the help of resident volunteers, Kathy Phillips and Paul Gordon.
- District Liaison for E. Cheltenham Avenue – Ms. Helm had no report.
- District Liaison for Cheltenham Village – No report as this position is currently vacant.
- District Liaison for Elkins Park West – Mr. Mirsky was not present to offer a report.

- America in Bloom – Ms. Williams was not present to offer a report. However, Ms. Weiner, committee co-chair did communicate via e-mail to Mr. Havir that all native plants had been acquired. Both LaMott Community Center and Glenside Hall locations were completed and Parkview and Tookany Creek Parkway are scheduled for planting in the next week.
- KoBaWoo Shopping Center and adjacent stores at Penrose and Cheltenham Avenues. Ms. Marshall was not present to offer a report. However, Mr. Alan Cohen informed the members that Mr. Choe was not available to meet due to an out of town commitment. Another meeting will be scheduled in the near future.

4. ***Chairman's Report*** – Mr. Alan Cohen reported that he worked on EDTF matters, attended meetings and worked on KoBoWoo Shopping Center communications.

5. ***Old Business*** –

A. Mr. Havir updated the members on the Business Recruitment and Retention Plan presentation at the last Public Affairs meeting of June 9, 2010. A question arose as to why the Greater Cheltenham Avenue Business Improvement District (GCA BID) is not included as part of the Business Recruitment and Retention Plan marketing strategy. It was explained by Mr. Havir that the Business Recruitment and Retention Plan provides an economic and retail analysis of the five commercial districts funded under the Main Street Program. He noted that when the Township became eligible to participate in the State's Main Street Program ten years ago, DCED was only interested in five districts and the commercial area along Cheltenham Avenue did not qualify as a Main Street. Discussion by members ensued about the industrial areas in the Township and attracting light manufacturing such as companies that make materials for solar energy. Mr. Pransky opined that Cheltenham Township is not attracting enough new business.

Most members stated that the EDTF should be more responsible for economic development in the entire community and the focus should be Township-wide and not always on the Main Street Program. Cheltenham Mall and Cheltenham Plaza should be discussed more often. Chairman Cohen noted the EDTF for the last several years has been focusing on Community Revitalization in Lynnewood Gardens and LaMott and now that the Community Revitalization Plan is completed, it was recommended that the EDTF get back to economic development issues.

B. Mr. Havir noted the Glenside BID Steering Committee on May 19th revised the BID guidelines by scaling back the affected business district as follows: Omit Waverly Road to School House Lane; Waverly Road to Mt. Carmel, N-S; and Glenside Avenue to Clayton Road, E-W. Business property assessments would be laddered over a five-year period as follows: First Year – 1.5%; Second Year -2.0%; Third Year – 2.5%; Fourth Year – 2.5% and Fifth Year 2.5%. The Modified Business Plan would include one-on-one outreach in the reduced business area boundaries. Initially, 21 out of the 105 business owners who spoke to the consultant were in support of plan. It is necessary to compile a list of 60% in support of the plan; doing additional outreach by steering committee. Drafting of proposed Ordinance will be done over the summer for possible consideration of a public hearing and adoption in the fall.

C. Mr. Havir updated the EDTF on the status of the Commercial District Signage Project. Township Staff, the consultant and the manufacturer conducted walk-throughs on two separate days and prepared a punch list which included minor touch-ups; re-orientation of a sign, correction of a based angled wrong; and seeding/raking disturbed areas. The project was successful and looks impressive. The contractor has fifteen days to correct the punchlist from today. There were a few remaining issues: SEPTA refuses to give an easement for the proposed signage at the Elkins Park East SEPTA Train Station, east bound on Spring Avenue. Alternative

locations were discussed. It was the consensus the alternative site be located on the grass strip between Montgomery and Harrison Avenues which would face the traffic heading northbound into the district. Mr. Havir will ask the contractor if they would be willing to install the sign at that location. Additionally, installation of the signage for Cheltenham Village at Tookany Creek Parkway and Central Avenue will be postponed until next spring due to PennDOT work in the area.

D. GCA BID Board will reconvene on June 29, 2010 and the nine (9) incorporators will serve one year terms. The BID is an inter-municipal collaboration which includes the area of Easton Road to Broad Street (Rte 611), and Ogontz and Wadsworth Avenues. There are 291 businesses within the GCA BID. The GCA BID Executive Committee will be meeting monthly at the Cheltenham Square Mall. Board of Commissioners President, Morton Simon, delegated Commissioner Art Haywood to represent the Township at these meetings. Based on expected revenue generation of \$400,000 by the businesses, approximately \$35,000 to \$37,000 will be appropriated for a part-time Executive Director.

E. Mr. Havir stated that the layout for the LaMott Pedestrian Streetlights and Preliminary Plan have been submitted to Montgomery County. The bid will be let in mid-July 2010.

6. *New Business*

The EDTF members agreed that The Glenside Street Fair will be called: "The 10th Annual Glenside Street Fair...with an international flair."

7. *Main Street Manager Report*

Ms. Shaw reported that Mr. Paul Gordon, volunteer resident member of DGMA, had requested EDTF members' consider displaying donor plaques for monetary contributions on streetlight poles at last month's EDTF meeting. Ms. Shaw reported back to the EDTF that it was

decided by members of DGMA that the above-referenced option be tabled. Ms. Shaw noted that Lancaster has the same baskets as Downtown Glenside and they have a hook on the bottom of the basket for donor plaques which is more suitable but not feasible for Cheltenham Township.

Ms. Shaw asked the four District Liaisons to deliver 2010-2011 Township calendars and MS-4 information, and get sponsorship of the Glenside Street Fair and collect e-mail information.

8. *Assistant Township Manager Report*

- Community Revitalization Implementation Grant – Mr. Havir provided an update on the status of filing on various grant applications to secure funding for the implementation of the Willow Avenue Streetscape and Roadway Reconstruction Project in the 1700, 1800 and 1900 blocks of Willow Avenue. The \$250,000 grant application for Elm Street funding will be filed by the end of the month.
- Glenside Streetscape Phase III – Final Design Plans were submitted to PennDOT for review. It is anticipated the project will be let for bid by PennDOT in fall 2010.
- Federal Transportation Initiative Funding for Elkins Park East. – Mr. Havir noted that U. S. Senator Arlen Specter supported the Township’s \$1.4 million federal earmark request and placed the project in his funding request proposal currently being considered by the Senate Appropriations Committee. It was noted that neither Senator Casey nor Congressman Fattah supported the project in their recent funding requests to Congress. Mr. Havir did note that Congressman Fattah was looking to get Governor Rendell to redirect some federal stimulus funds, initially given to the State that wasn’t being spent in a timely manner, to Cheltenham Township for the Elkins Park East Streetscape. A meeting with Congressman Fattah and State officials is pending.

- Roberts Block – Flyers have been e-mailed and distributed by Zoe Rose who is looking for volunteers to help paint the facade on June 18-19, 2010. She has applied for grant funding both private and public pending acquisition and intends to sell space to artists on the second floor.
- Final copies of the business recruitment and retention brochures for the five commercial districts were distributed for review. District liaisons should take a copy, mark them up and pass along any further comments to Staff by June 18, 2010.

9. Citizens' Forum – Mr. Milbert inquired about the status of the sale of the Tyler School of Art property. Mr. Havir noted that Commissioner Portner invited both Temple University and Mr. Dobson to a community meeting held in early June. It was noted that there is a pending agreement of sale to Mr. Dobson contingent upon sufficient funds being raised by the end of the month. Mr. Dobson said he was working to secure funds from investors.

In response to a concern of trees being cut down along the SEPTA-owned Elkins Park Train Station and tracks near Park and Montgomery Avenues, Mr. Havir stated that SEPTA has been clear cutting trees along the tracks in conjunction with PECO forces as a part of a vegetative management program. Concerns were expressed that the trees held back erosion. Mr. Havir will contact Ms. Wendy Green-Harvey at SEPTA to follow up to see if shrubs or other low-growing vegetation can be installed.

10. Adjournment: The meeting adjourned at 9:00 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt

Downtown Glenside Merchants Association (DGMA)

Glenside, Pub

Wednesday, June 2, 2010

Attendees: Jim Bell, Resident; Drusilla Buscemi, Arcadia University; Maureen Haff, Sweet Magnolia; Bill Hibbert, Hibbert's; Rosamund Humphreys, Humphreys Pest Control; Kim Ngov, Jasmine; Barbara Nye, Greater Glenside Chamber of Commerce; Carol Ragin, Stitchers' Dream; Zoe Rose, Proud Neighbor; Cindy Rubino, Arcadia University; Fay Sewell, Serenity Gifts and Coffee; Craig Sharp, Glenside News and Sweets and Jim Wilson, Insurance Innovators, Inc.

Bill Hibbert moved and Craig Sharp seconded a motion to approve the minutes of the Meeting of May 5, 2010. The minutes were approved by acclamation.

DGMA Report

- Maureen Haff recapped DGMA's annual hanging of flower baskets along Easton Road over the weekend of May 16th. She reported that DGMA members and local residents had volunteered for the project and township staff had provided necessary logistic support. Township workers took the planters down on Friday and stored them safely inside the gated perimeter of Glenside pool. Volunteers met at Glenside Memorial Hall adjacent to Glenside pool on Saturday morning. They gathered the stored baskets, disposed of old soil, added new soil and plants to the baskets, watered them and returned them to safe storage that day. Township staff picked the baskets up on Monday morning, watered and re-hung them. Volunteers also prepared and placed some flower planters along East Glenside Avenue. DGMA is very grateful for the enthusiastic support of township staff and volunteers and urges merchants and visitors to walk through Downtown Glenside and enjoy the spring colors. Maureen advised that township staff will water the baskets along Easton Road throughout the season on a Monday-Wednesday-Friday schedule. Local merchants have agreed to water the planters on East Glenside Avenue.

Maureen led a review and discussion of plans for the Annual Glenside Street Fair to be held on Saturday, October 2, 2010. She advised that the fair would be staged along Easton Road from the Glenside Avenue (which will hopefully be open to vehicular traffic) to Waverly Road and noted that current plans called for a link with the Oktoberfest event to be held that same day by St. Paul's Church at Easton Road and Mount Carmel Avenue. Maureen reminded attendees that Arcadia University would be joining DGMA in staging the 2010 Street Fair and the group discussed many ways to bring an international flair to event in

recognition of the wonderful cultural mix that exists in Glenside and the international programs for which Arcadia University is known. Attendees also noted that the Glenside Farmers' Market would be open on the day of the fair. The 2010 Street Fair will start in the afternoon and stretch into the evening. In addition to the traditional artisan venues and food vendors, fair planners hope to showcase all that Downtown Glenside has to offer – its shops, restaurants and service businesses, its support of the arts and its everyday and special activities for people of all ages. This year's fair will have more music, visual and performing arts, sports and hands-on activities than in prior years. Meeting attendees discussed a variety of ways to add pizzazz and excitement to the annual event and encourage visitors to stop in and get to know local businesses. They also noted the importance of advertising the fair and getting all local businesses and interested residents involved in its planning and delivery. There was a consensus on setting up several committees to undertake planning for the event. Volunteers can contact Maureen Haff at sweetmagglenside@gmail.com. DGMA had suggested that the name of the fair be changed to Glenside International Street Fest but, on learning that a name change would require review and action by the township, agreed that the name remain unchanged. Instead the group urged that the international flair of the 2010 fair be announced and well-advertised.

- Maureen, Craig Sharp and Jim Bell provided positive information on current fundraising efforts. They especially noted the efforts of Kathy Phillips and Paul Gordon. They reported that \$370 in donations had been received in response to an email drive, \$159 in donations had been collected to date from donation buckets placed in 16 downtown businesses and \$79 had been raised by a raffle at the Glenside Farmers' Market. Kathy and Paul are looking for suggestions on how to reach more people and are seeking three to four merchant volunteers to deliver fundraising letters in person to other local merchants. Merchants interested in volunteering to deliver fundraising letters to their peers should contact Kathy Phillips at kphillips@rmahq.org or Paul Gordon at pwgordon@comcast.net.

In summary, \$608 has been raised to date. Net fundraising total is \$529 once \$79 in expenses beyond the generous start-up donation from Kathy and Paul were covered. Other fundraising efforts are planned. For example, there will be a bake sale during First Friday hours in June. DGMA thanks all who have been participating in the fundraising efforts, particularly Kathy and Paul.

- Zoe Rose provided an update on the efforts of *Proud Neighbor* to gather volunteers to clean-up, fix up and paint up Roberts Block so that its building shell will bring a better presence to the station neighborhood while *Proud Neighbor* is moving forward with its plan to renovate the building completely and establish *Artisan Station in Glenside*. She advised that the volunteer effort would take place on June 19th and 20th from 9:00 a.m. to 2:00 p.m. and noted that major renovations are tentatively scheduled to begin in the fall of 2010.

Chamber of Commerce Report

Barbara Nye provided an update on the Annual Glenside Auto Show that is coming up on Saturday, August 7, 2010. She reported that forms for individuals wishing to show their vehicles at the show and vendors wanting to sell their wares could be found online at the Chamber's website. She also reported that volunteers could sign up online to help out on the day of the show and/or the week prior to the show. The Chamber's website is www.glensidechamber.com. In response to a query from the attendees, Barbara advised that volunteers for the auto show should go to the Chamber's base site on the day of the show to receive a volunteer assignment. The base will be located at the attorney's offices on the corner of Easton Road and Royal Avenue (across the street from the Oak Summit apartment complex). Barbara also reminded attendees that the Glenside Chamber of Commerce advertised DGMA activities and events on its website and cable TV chat show. She encouraged DGMA members to take advantage of these resources.



DESIGN COMMITTEE

CHELTENHAM TOWNSHIP MAIN STREET

ADMINISTRATIVE MEETING MINUTES

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

MEETING DATE: 06/14/10

TOPIC FOR DISCUSSION

Design Challenge Grant Program Application:

- **DCGP #10-10, Salon Tiffany, 560 E. Church Road, for replacement sign**

The Committee reviewed this proposal administratively. The proposal is for a two-part sign: the larger part will be in yellow neon channel letters saying 'Nail and Spa', and the smaller portion, an oval green background with white lettering, will say 'Salon Tiffany'. The Committee reviewed the sign with no concerns. The sign meets zoning per the Zoning Officer. The Committee recommends approval to the EDTF, recommends that a COA be granted and recommends reimbursement in the amount of \$1,575 as requested by the applicant.

- **Old Business**
There was no old business.
- **New Business**
There was no new business.

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, June 15, 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	VIRGINIA HELM	vhelm@verizon.net	Y
2	Dwight Lewis	Dwight.Lewis@Jeffersonhospital.org	X
3	DAVID KNOTZ		
4	DAVID L. COHEN		Y
5	Maureen Huff		Y
6	FRED MILBERT	FIMILBERT@GMAIL.COM	Y
7	Jonathan D. Essock		Y
8	Dmsilla Buscemi	buscemid@arcadia.edu	
9	Alex Cohen		Y
10	Steve Vahey	StephenVahey@allstate.com	Y
11	BRAD PRAUTZ	BRAD@INTZ.COM	Y
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