

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, Virginia Helm, David Kratzer, Dwight Pedro Lewis, Kenneth Mirsky, and Diane Williams. Staff present were: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Ex-officio members were: Jonathan Essoka. Guest was Zoe Rose.

1. **Call to Order.** Mr. Cohen called the meeting to order at 7:06 p.m.
2. **Approval of Minutes.** The Chairman asked for a recommendation to approve the minutes of the March 16, 2010 meeting as submitted. Ms. Williams stated that not all of her comments were included in the meeting minutes. Mr. Cohen asked Ms. Williams to submit her comments in writing via e-mail for the members' review and acceptance prior to them being attached to this evening's minutes. Mr. Havir asked that this be done prior to April 30, 2010 in order for the comments to be incorporated as an attachment.

3. Main Street Committee Reports by Chairpersons:

A. Design – Mr. David Kratzer reported that five grant applications were reviewed: (see attached)

1) 7900 High School Road – for replacement awnings. The Design Committee reviewed the initial application information for replacement of (3) damaged awnings out of (5) awnings on the property submitted by the owner of the building. The Design Committee would recommend approval to the EDTF of the application and the request for Design Challenge grant funding in an amount up to \$1,000 for five awnings. A motion was made by Mr. Mirsky and seconded by Ms. Helm to approve the application for funding in the amount of \$1,000.00 which was unanimously accepted by the EDTF.

2) Glenside Hardware – The Design Committee reviewed the application for roof repair, window painting and brick cleaning. The Committee would recommend approval to the EDTF of the application and the request for Design Challenge grant funding in an amount up to \$1,061.00. A motion was made by Mr. Mirsky and seconded by Ms. Williams to approve the

application for funding in the amount of \$1,061.00 which was unanimously accepted by the EDTF.

3) The Roberts Block – The Design Committee reviewed the initial application for painting, windows and doors; however, it was noted that the roof was leaking and the Committee felt that this project should be submitted first. Two estimates were offered for roof repair in the amount of \$28,500 and \$26,800. A motion was made by Mr. Kratzer and seconded by Mr. Lewis to recommend approval of the application for funding in the amount of \$5,000.00 which was unanimously accepted by the EDTF.

4) Alexander's Café – The Design committee reviewed the initial application for (3) awnings. The Committee recommended approving the application and the request for Design Challenge grant funding in an amount up to \$1,150.00. A motion was made by Mr. Kratzer and seconded by Mr. Lewis to recommend approval of the application for funding in the amount of \$1,150.00 which was unanimously accepted by the EDTF.

5) The Glenside Pub – The Design Committee reviewed the initial application for painting and metal repairs. The committee recommended approving the application and request for Design challenge grant funding in an amount up to \$3,450.00. A motion was made by Mr. Kratzer and seconded by Mr. Lewis to recommend approval of the application for funding in the amount of \$1,150.00 which was unanimously accepted by the EDTF.

Non-Design Challenge Grant Program Applications:

- NDCGP #10-A, ARFA – The Design Committee reviewed this application for a sign face replacement and recommends it for a Certificate of Appropriateness (COA) on the condition that the banner matches the canopy with the same company colors. A motion was made by Mr. Kratzer to approve this application on the condition that the banner match the canopy with the same company colors subject to Mr. Kratzer's review of the standard color swatches which was seconded by Ms. Helm and unanimously approved by the EDTF.
- NDCGP#10-B, All Hair -- The Design committee reviewed this application for a sign and recommended it for a COA. A motion was made by Mr. Kratzer to recommend approval to the EDTF of this application which was seconded by Ms. Helm and unanimously approved by the EDTF.
- NDCGP #10-C, Tobacco Town – The Design Committee reviewed this application for a sign and recommended it for a COA. A motion was made by Mr. Kratzer to recommend approval of this application upon receipt of the updated drawing prior to the Building and Zoning Meeting and sign off by Design Chair which was seconded by Mr. Lewis and unanimously approved by The EDTF.

- NDCGP #10-D, Pizza Palace, 15 Limekiln Pike – The Design Committee reviewed this application for a sign and withdrew its recommendation for a COA pending electronic copy of the sign layout.

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

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

D. Marketing and Promotions Committee –

- District Liaison for Elkins Park East – Mr. David Cohen was not present to offer a report.
- Ms. Haff, District Liaison for Glenside - In Ms. Haff's absence, Ms. Shaw distributed a copy of the Downtown Glenside Merchants' Association report for review. (see attached) Ms. Shaw stated that an inventory of the flower baskets for Downtown Glenside was conducted. The following six baskets were missing: (3) at Waverly Road and School House Lane; (1) at Glenside Avenue and Waverly Road and (2) at Glenside Train Station overpass. A quotation to replace the baskets with rain mats was submitted in the amount of \$285.00. Discussion ensued about how the baskets were attached and it was suggested that additional "S" hooks be purchased to secure the baskets. A motion was made by Ms. Helm to approve the purchase of three replacement baskets and additional "S" hooks in the amount of \$300.00 which was seconded by Mr. Mirsky and unanimously approved by the EDTF.
- District Liaison for E. Cheltenham Avenue – Ms. Helm reported that she did visit at least three businesses and photographed one vacant business property. She will need EDTF business cards and did find that some owners are hesitant to give out e-mail addresses.

- District Liaison for Cheltenham Village – Mr. Hoch did not attend the meeting but sent his report. The report was accepted by the EDTF. (see attached)
- District Liaison for Elkins Park West – Mr. Mirsky reported that he is working on contact information.
- America in Bloom – Ms. Williams reported that she met with Ms. Diana Weiner, Restoration Manager for Friends of High School Park and visited with Mr. Hoover, Director of Parks and Recreation to review a list of ten park entrance signs for proposed landscaping. They visited each site to see how it would be viewed by pedestrian traffic. They recommended to do a few park entrances well rather than all park entrances with less material for the allotted amount of funds. These signs include: Parkview, Tookany Creek Park, LaMott Community Center and Glenside Hall. Perennials would be purchased and Ms. Weiner would offer training to Township Staff for maintenance. The intent would be to continue with this project at all of the parks in the future. Annuals will be handled through the existing budget for Glenside Hall, Curtis Arboretum, Rowland and LaMott Community Center. Ms. Williams and Ms. Weiner, along with volunteers from Friends of High School Park, the EAC and LaMott Community Garden (subject to the Department of Parks and Recreation approval) will work together to install the perennials. Ms. Williams made a motion to approve \$600 for the purchase of perennials at the four sites: Parkview, Tookany Creek Park, LaMott Community Center and Glenside Hall which was seconded by Mr. Kratzer. All were in favor of the motion. (see attached)

- KoBaWoo Shopping Center – Penrose and Cheltenham Avenues. Mr. Havir provided an update in Ms. Marshall’s absence. He said that the owners of the two adjacent shopping center buildings, Mr. Yu and Mr. Choe, will meet on May 3, 2010 at the Township Administration Building with their architect, Schwam Associates, the Township Engineer and members of the Building & Zoning Department as well as Mr. Cohen and Ms. Marshall to further dialogue about revitalization concepts for the properties in anticipation of holding another community meeting with residents.

4. *Chairman’s Report* – no report.

5. *Old Business* –

A. Mr. Havir announced that the Community Revitalization Plan Update was adopted by the Board of Commissioners on March 17, 2010. The adopted Plan has been bound and is available for the members of the EDTF and can also be found on the website. On April 21, 2010 the Township filed a matching Community Revitalization Implementation grant application in the amount of \$469,000 for the Willow Avenue Streetscape Project and a companion federal grant application under the Community Development Block Grant (CDBG) program. Next month, he anticipates commencing the process to file for an additional \$250,000 in matching funds through DCED Elm Street Program for the Willow Avenue project.

Ms. Williams commented on the Revitalization Plan noting what she called discrepancies and inconsistencies in the entities responsible for implementing the recommended projects, regarding “responsibility” in various sections. Under Traffic Calming in two sections, under Responsibility, one includes Police and one does not and one is redundant. (37 & 38). Under

Beech Hall Assessment, street tree maintenance is stated as the responsibility of Lynnewood Gardens instead of LaMott (page 43). On page 37 & 38, is Temple not responsible for these areas? And under Funding, the BHAR and community members make it happen. She questioned where else can the Township get funds? The cost for signage for Lynnewood Gardens was \$4,000 while the cost of signage for LaMott is \$11,000 (pages 44 & 49). Under personal property maintenance and clean-up, responsibility is listed as Township officials and community leaders. Under LaMott Community Garden, responsibility is listed as Township Administration and LaMott Community. She questioned why Temple University was not listed. Ms. Williams distributed a matrix of these and other issues pertaining to the Community Revitalization Plan of which is attached.

B. Mr. Havir noted that regarding the Glenside BID everything has been put on hold pending review by the steering committee. It seems that the BID concept may be ahead of its time. Property and business owners appear to be against it at this time. The committee is considering reducing the assessment boundaries and/or the assessment rates. There will be one more meeting in the next three weeks which wrap it up. Mr. Cohen said the discussion will be continued at the next EDTF meeting in May. The Market Retention and Recruitment Steering Committee will submit a final report. This will be reviewed by a sub-committee of the EDTF for guidance and recommendations. Mr. Cohen requested that it be sent out to EDTF as soon as possible for inclusion on the EDTF agenda and a full discussion at the next meeting.

C. Commercial District Signage – Mr. Havir reported that due to the inclement weather, the sign contractor has been granted an additional extension with substantial completion by May 15, 2010 and final completion by June 15, 2010. The manufacturer has agreed to repaint all posts and bases at their cost in a “bottle green” gloss finish.

6. *New Business*

Mr. Havir stated that members should have received information on Friends of High School Park's (FHSP) request to support Arts in the Park through funding of portable potties and sinks for the same amount as last year and by the same vendor. Mr. Kratzer made a motion to recommend funding in the amount of \$678.00 for portable potties and sinks for the FHSP's Arts in the Park which was seconded by Ms. Helm. All were in favor of the motion.

7. *Main Street Manager* –

A. Ms. Shaw stated that the Downtown Glenside Merchants Association asked if they could use the banner logo used on the streetlamps for their own website. Discussion ensued about copyright, how much it costs to copyright, misrepresentation, control of who uses the logo, image, consistency throughout the Township, how other townships handle this matter. Mr. Cohen tabled this item until next meeting so that the Township staff can gather information on how other Townships handle it. Consultation with the Township Solicitor was suggested as well.

B. Ms. Shaw was asked to get discussion started on bike racks at train stations and within the commercial districts as well as placement of recycling containers in front of convenience stores. The Public Works Committee has asked that Staff explore the idea of having these items put in commercial districts. Township Staff with help of the EDTF needs to develop recommendations on location, styles, cost and sponsors. Mr. Cohen asked Mr. Kratzer to look at design and cost with the Design Committee. Mr. Lewis offered to share with Mr. Kratzer project information on design and cost of recycling containers which his institution just completed. Mr. Cohen asked for this item to be placed on the May meeting agenda. Ms. Shaw should determine who has them in the surrounding municipalities and make a report at that time.

8. *Assistant Township Manager Report*

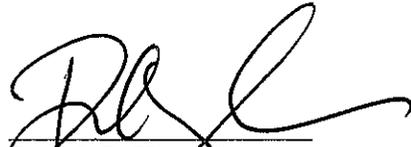
A. Mr. Havir distributed copies of cut sheets for two light fixtures and photos of the fixture superimposed on several streets in LaMott. The engineering survey for the metes and bounds has demonstrated that the width of the tree lawns along the streets in LaMott are not as wide as their counterpart area in Lynnewood Gardens for placement of bases to support the light fixtures. Therefore, the engineer consultant proposed a streetlight fixture with a reduced base width to fit into the space available and in a style that was the same as installed in Lynnewood Gardens per the recommendation of the LaMott BHAR meeting on April 6, 2010. Mr. Havir noted that the manufacturer (Sun Valley) developed a custom design to resemble the Lynnewood Gardens fixture but with a 12" base instead of a 17" base and a thinner pole which can fit in the smaller grass lawns. It is the same height, 14' 6". The EDTF members questioned stability and weight distribution. The photometrics in this style fixture has more flexibility. EDTF questioned the price of the fixture which would be more costly since it would be a custom design. The EDTF questioned placement. These fixtures would be used for the interior roads in LaMott but it is still questionable if there will be a need to place these on Cheltenham Avenue. The original plan called for approximately 112 light fixtures with one streetlight lamp occurring every one hundred feet. Mr. Havir said that the base bid will include interior roads and an add alternate will be developed for streetlights along Cheltenham Avenue. The color of the fixture would be bottle green to match the streetlight lamps in the Lynnewood Gardens project and on Easton Road. Ms. Williams suggested that black paint should be considered for the LaMott fixture as it would be consistent with the color of the older colonial fixtures that will be removed in the area. The EDTF members concurred with the style of this fixture (LGCS) as shown on the left side of the cut sheet to replicate what was installed in Lynnewood Gardens. (see attached)

B. Mr. Havir distributed photographs and diagrams for the SEPTA Bus Loop at

Cheltenham Avenue and Ogontz Avenue. Mr. Havir stated that this project will be fast-tracked due to stimulus funding to SEPTA with the project to start in September 2010 and be completed by May 2011 with a ribbon cutting in June. The Phase I design will change the way busses enter and exit the site. Busses will enter "right in" westbound on Cheltenham Avenue and exit "right out" southbound on Ogontz Avenue. There will be red-colored concrete pedestrian crossing connections and decorative fencing, landscaping, stormwater management collection and gateway signage. The four existing billboards will be removed. Phase II would add a traffic light with pedestrian crossing. SEPTA will submit a formal plan next month for land development review.

9. Citizens' Forum - Ms. Williams announced that Earth Day will be held on Saturday from 12-3 p.m. at the Meyers Elementary School. The LaMott Community Garden Association will hold a plant sale.

10. Adjournment: The meeting adjourned at 9:25 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, April 20, 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	DIANE WILLIAMS	dcbmwilliams@msn.com	Yes
2	Dydwight Perrotto		YES
3	Kenneth Mirsky		yes
4	VIRGINIA HEAM		YES
5	DAVID KRAUTZER	DESIGN COMMITTEE	YES
6	Alan Cohen		yes
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Burke

**C Twp Revit Plan Update
Prepared by Diane Williams
for EDTF Meeting 4/20/2010**

Responsibility (X)	Twp Admin and Staff	Twp Officials	BHAR	Montco	City of Phila	Temple wood	Lynne wood	Community Members	Community Leaders	Dev	Inst
<i>La Mott Activity Plan</i>											
Community identification signage, Lynnewood (a) Footnote 1	X			X							
Community identification signage, La Mott (b) Footnote 1	X		X								
Willow Ave streetscape	X										
Housing rehabilitation	X										
Penrose Streetscape	X				X						
Traffic calming (a)	X										
Footnote 2	X										
School bus safety	X							X			
La Mott Community Garden	X							???	??		
Footnote 4	X					??					
Community traffic calming(b)	X							X			
Footnote 2	X										
Beech Hall re-use	X										
Footnote 3	X					??					
Jobs and housing	X										
Tyler Hall reuse	X					X				X	
(Personal) Maintenance & property clean up		X ??							X		
Street tree maintenance	X						X?				
Park/Penrose ped cross	X										
Walking tour of historic	??					??		X			
Tyler Campus reuse	X			X		X					X
Historic Gardens restoration											
Footnote 5			X			??		X			

**Prepared by Diane Williams
for EDTF Meeting 4/20/2010**

Notes

1. Community identification signage
Cost difference between Lynnewood (1A) and Penrose (1B) signs is an unexplained \$11,000
2. Traffic calming (a) and (b)
The same goal is cited as two separate goals.
3. Beech Hall assessment
Proposed Funding Montco & Temple; W/O Temple responsibility
4. La Mott community forming non-profit for receipt of garden land donation
5. Garden owned by Temple; W/O responsibility & funding

**Page 2 of 2
Prepared by Diane Williams
for EDTF Meeting 4/20/2010**

Street trees page 42



DESIGN COMMITTEE

CHELTENHAM TOWNSHIP MAIN STREET

MEETING MINUTES

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

MEETING DATE: 04/12/10, 7:00 pm

PRESENT: Guest: Dov Leis, representing Tobacco Town, Zoe Rose, representing Roberts Block, Joe Laird, representing Glenside Hardware, Jeongsoon Park, representing Tobacco Town, Ilhan Cosgun, representing Pizza Palace, and Gary Snyder, representing 7900 High School Road.
Committee members: David Coffin, Thom Cross, Gena Ellis, Jim Gorman, and David Kratzer, Chair
Staff: Ruth Littner Shaw, Main Street Manager

TOPICS FOR DISCUSSION

Design Challenge Grant Program Applications:

- **DCGP #10-04, Property at 7900 High School Road, for replacement awnings**

The Committee reviewed the current photograph and noted that there were usable frames but no awnings. There is no need for a permit. The intention of the applicant is to use a solid color and probably teal. The recommendation of the committee is also for a solid color, to replace at least all three awnings in-kind, and to ensure that the profile matches the adjacent awning. Since there may be a replacement of 5 awnings, the committee recommended that a maximum of \$1000 (for 5) be recommended for approval by the Economic Development Task Force (EDTF) for a Certificate of Appropriateness; if only three (3) are to be replaced, then the applicant would be entitled to one of the current estimate of \$975 or \$487.50.

- **DCGP #10-06, Glenside Hardware, for roof repair and metal repairs**

The Committee is supportive of this roof repair, window painting and brick cleaning. The roof is currently leaking in front above the sign. The applicant brought in an estimate for repair of the sign for a future project. The applicant must bring in one other cost estimate. The committee recommended that the applicant get a warranty for the roof work. The Committee recommended the application for approval by the EDTF for a COA and the requested \$1061.

- **DCGP #10-07, The Roberts Block, for painting, windows and doors**

The Committee reviewed the proposal for this burnt-out building that has been sitting vacant for over five years. The proposal includes new windows, new doors and painting 75 pieces of plywood by local artists that would later be distributed into the building and around the community. It came to the attention of the Committee, however, that the roof is leaking, and the Committee felt that that issue (an eligible, reimbursable project) should be submitted as a project first, so that the building does not collapse due to water damage. This recommendation was based on the fact that the owner would not be able to order and install the windows in time to satisfy the grant. Therefore the committee recommended considering the roof instead. However, when the time is ready for windows and doors, the Committee felt that the windows should be 4-over-1 as was historically represented in the original photos; aluminum-clad with simulated divided light, using commercial grade replacement windows. The Committee strongly recommended operable windows for both the businesses below and the apartments above. The names of Pella, Marvin and Colby & Colby were recommended for their commercial lines made for restorative adaptive reuse. Ms. Rose will bring back two roof estimates. The Committee is in favor of the window/door/painting proposal and will recommend approval to the EDTF for a COA and up to the \$5,000 maximum allowable reimbursement.

- **DCGP #10-08, Alexander's Café, for three awnings**

The Committee reviewed this proposal for three awnings. Only the one over the front door will have text, and per the Zoning Officer meets the 10 s.f. allowable of text. The side awnings will have no text or at most, the street address or phone number. The Committee preferred the awnings be in black or indigo blue; all three must be the same color. The Committee recommends approval to the EDTF for a COA and the \$1150 requested.

- **DCGP #10-03, The Glenside Pub, for painting and metal repairs**

The Committee is in favor of these eligible repairs. They are in 'full support if the same color scheme is used.' The Committee, however, stated that the wall to be painted must be tested to see if they need to use a breathable paint as one must use the correct version of elastomeric over painted stucco. The Committee recommends to the EDTF a COA and approval of the requested \$3450.

Non-Design Challenge Grant Program Applications:

- **NDCGP #10-A, ARFA, for a sign face replacement**
This sign is a replacement face for the existing signface and is not changing in size. The text is a company logo and therefore the application is a 'non-issue.' The application is being recommended for a COA.
- **NDCGP #10-B, All Hair, for a sign**
The Committee reviewed this sign and felt the word "Hair" was too small to be viewed from the street but they also agreed that the sign is eligible for a COA and would recommend this to the EDTF.
- **NDCGP #10-C, Tobacco Town, for a sign**
The Zoning Officer determined that this sign sits on a parapet and therefore conforms with the Zoning Ordinance. The Committee recommended the name of the business be changed to Town Tobacco as it sounds more upscale. The sign is on the face of the parapet. The Committee liked the sign and its graphics and its colors. The Committee recommends this sign to the EDTF for approval and a COA.
- **Pizza Palace, 15 Limekiln Pike, for a sign**
This sign was reviewed and while it was determined that it is an awning sign, only the text is changing to the company logo. The signs on the side of the building too, will be changed to reflect the new business and will remain in the same location. This sign will be recommended for a COA and approval to the EDTF.

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

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager

Downtown Glenside Merchants Association (DGMA)

Glenside, Pub

Wednesday, April 7, 2010

Attendees: Jim Bell, Resident; Joan Burwell, Premier Financial Group; Colleen Coll, Glenside Pub; Maureen Haff, Sweet Magnolia; Rosamond Humphreys, Humphreys Pest Control; Kim Ngov, Jasmine; Barbara Nye, Greater Glenside Chamber of Commerce; Lisa Rittler, Elcy's; Zoe Rose, Proud Neighbor; Fay Sewell, Serenity; Ruth Littner Shaw, Main Street and Michael Worstall, Arcadia Student Volunteer.

Lisa Rittler moved and Fay Sewell seconded a motion to approve the minutes of the Meeting of March 3, 2010. The minutes were approved by acclamation.

DGMA Report

- Maureen Haff distributed fundraising proposals from local residents Kathy Phillips and Paul Gordon. Kathy and Paul have volunteered to head DGMA's fundraising efforts and have put together a list of proposals and an outline of needs to get fundraising going in support of the annual hanging of flower baskets in the Downtown Glenside business district. The theme of the fundraising effort is *Helping Downtown Glenside Bloom*. Kathy and Paul are already working on the project and are seeking volunteers to join the effort. They hope to attend the May Meeting to provide an update on DGMA's fundraising efforts.
- Maureen introduced Michael Worstall, a sophomore at Arcadia University, who has volunteered to assist DGMA in setting up a Downtown Glenside website. Those in attendance were very interested in the project. Mike's major is Corporate Communications and he has experience in setting up websites. Attendees discussed the availability of websites ending in .com, .net and .org and voiced their preference of naming the site *Downtown Glenside* or *Downtown Glenside, PA*. The group requested that Mike secure the name. Mike checked on the possibilities of meeting those parameters. (As of 04/09/10, Mike confirmed acquisition of a *Downtown Glenside* website in all three domains.) Ruth Littner Shaw reported that Main Street had already set up a Face Book page for *Downtown Glenside*. Plans are underway to make use of all internet opportunities. Volunteers and interested parties agreed to meet shortly to move the internet effort forward.
- Maureen Haff provided information on a DGMA-sponsored clean-up effort in Downtown Glenside on Earth Day, April 17, 2010 from 10:00 a.m. to noon. Volunteers will meet at

Wesley Plaza. DGMA and Arcadia University had already sent a notice and a request for volunteers to their constituencies prior to the meeting. The event was also announced in the local print media and township media outlets. DGMA will provide gloves and trash bags. Participants are urged to bring brooms if the can.

- Maureen reported that the annual Fall Street Fair has been scheduled for Saturday, October 2, 2010 and will, for the first time, be a joint venture with Arcadia University. The fair will have an international theme and discussions are already underway on ways to focus vendors and support groups on that theme. As always, volunteers from all participating groups will have a big role to play in the fair. Planning meetings will be announced in advance so that business and educational leaders and interested residents will be able to participate in planning for the event.
- The 2010 hanging of the flower baskets along Easton Road is currently scheduled for Saturday May 15, 2010 at 9:00 a.m. at Wesley Plaza. DGMA volunteers will be meeting the previous Wednesday, May 12, 2010 at 6:00 p.m. in the parking area behind the Jasmine restaurant to prepare the soil and basket materials for the Saturday planting. A small group of planners will meet at Primex before that date to make the final selection of plants, soil, water retention materials, fertilizer and basket parts to ensure a long-lasting floral display in Downtown Glenside during the growing season.
- DGMA members noted the momentum building as residents take advantage of First Friday events. Fay Sewell suggested that the email list developed as a result of DGMA's last coupon event be used to notify those residents who shared their emails with businesses that participated in the coupon event of the sales and special activities associated with First Friday each month. She noted that Elayne Aion at Dovetail Artisans had that email list and should be able to forward *First Friday* information to those on the list. Fay also reminded business owners of the schedule for sending her First Friday media material so that local print and internet media could be contacted on a timely basis. Mike Worstall agreed to contact appropriate officials at Arcadia University so that information on First Friday events could be shared with the university community. Attendees agreed that more First Friday posters should be purchased and posted in the windows on DGMA members.
- Maureen Haff and Jim Bell reported that an increasing number of local residents had joined DGMA in its efforts to improve the business district. They noted that local residents were most welcome and encouraged to attend DGMA meetings and events. They also reported on efforts to form a closer relationship with the staff and students of Arcadia University. The group sought Ruth Littner Shaw's assistance in exploring the possibility of using the

township's involvement with the internet's *Constant Contact* as a means of consolidating email lists and notifying the community of DGMA efforts and events.

- Attendees discussed the recent meetings outlining the advantages of a Business Improvement District (BID) in Downtown Glenside. They noted that a number of public meetings had been scheduled and that community input had been heard. The firm hired by the township to explore the issue and draft recommendations has been meeting regularly with the owners of businesses and commercial property in the proposed district. DGMA members discussed the potential impact of a BID in terms of opportunities for business in the district to reach out to the community and to improve the look, feel and success of both businesses and residents in Glenside. Attendees suggested that DGMA work harder to improve membership, seek non-for-profit status as an organization, undertake upgrades in email communication and develop a strong presence online with a new website and an enhanced Face Book presence.

Commissioner's Report

Drew Sharkey was unable to attend the meeting because of a prior commitment.

Main Street Manager's Report

Ruth Littner Shaw offered information on and support for many of the items on the agenda.

Chamber of Commerce Report

Barbara Nye reinforced the chamber's interest in working with DGMA in ways that benefit both organizations and reminded the group of the deadlines for getting DGMA media releases to GGCC for inclusion in their regular TV spots.

Respectfully submitted:

Jim Bell

Cheltenham Village report 4-20-10

7 businesses have committed to a meeting in the second week of May to begin the process of starting an Association. We are waiting on word from the Rowland Community Center so we know which of the date(s) are available. I will follow-up with Ruth when we know the date for sure.

Some of the businesses are working on recruiting some of their neighbors to increase membership. There will be no fee to start as these are things we will work out as the process commences.

Cheltenham Township Park Sign/Entrances Planting Project

Purpose of project:

The township park/entrance signs are tall, large, sturdy wooden signs that sit high on two 4" by 4" posts. They are planted each year with annual flowers in late spring by the municipality's park maintenance staff. The *Friends of High School Park (FHSP)* have offered to lend their staff's expertise to the township program to assist in enhancing this beautification effort. The expenditure of adding perennial plants to the sign bases will reduce costs in future budget years. To do this we have designed plantings of native shrubs and perennial plants that will have at least 3 season interest.

Diane Williams, representing the *Economic Development Task Force* committee and Diana K. Weiner, restoration manager for the *FHSP* are working together on this project. John Hoover has submitted a list of 10 park signs that are decorated with annual flowers each year. Diane and Diana have toured each of the sites and have prioritized and determined which signs could be designed incorporating shrubs and perennial plants in year one using the following criteria: most viewed by pedestrian and vehicular traffic and the site conditions – sun exposure, soil conditions and the safety of volunteers when planting.

There is \$600.00 set aside in the township budget to begin this new project. We would like to work on a few signs at a time to make a strong impact of a well designed finished planting. It will also be very important to concentrate on getting the planting well established this year so that it will be easy to maintain properly in the future. The specific plants chosen are native, low maintenance, drought tolerant, deer resistant and will require 1" of water a week the first year. Cardboard will be placed over the existing plot. 8-12" of finished compost will be laid over the cardboard. The plants will be planted directly into the compost and wood chips will be applied at a 2-3" depth around the plants and in a 1 foot wide strip around the outside of the finished plot. Once the planting dates and times are determined, we will need the compost and woodchips delivered to each site.

The signs for Year 1 are:

Glenside Hall – Total Cost \$194.35

Red Chokeberry - *Aronia arbutifolia* 'Brilliantissima' shrubs

2- 5 gallon @ \$35.00 = \$70.00

Joe Pye-weed – *Eupatorium maculatum* 'Gateway'

2 – 3 gallon @ \$8.50 = \$17.00

Blue Star - *Amsonia tabernaemontana* 'Blue Ice'

1 – 1 gallon @ \$5.95 = 5.95

'Bright Edge' Yucca – *Yucca filamentosa* 'Bright Edge'

3 – 3 gallon @ \$15.95 = 47.85

Black-eyed Susan's – *Rudbeckia fulgida* var. *fulgida*

9 – 2 gallon @ \$5.95 = \$53.55

LaMott Community Center – Total Cost \$158.80

'Hedgerow's Gold' Redosier Dogwood - *Cornus sericea* 'Hedgerow's Gold'

2- 3 gallon @ \$15.95 = \$31.90

Blue Star - *Amsonia tabernaemontana* 'Blue Ice'

2 – 1 gallon @ \$5.95 = \$11.90

Joe Pye-weed – *Eupatorium maculatum* 'Gateway'

3 – 3 gallon @ \$8.50 = \$25.50

'Bright Edge' Yucca – *Yucca filamentosa* 'Bright Edge'

3 @ \$15.95 = 47.85

Black-eyed Susans – *Rudbeckia fulgida* var. *fulgida*

7 – 2 gallon @ \$5.95 = \$41.65

Tookany Creek Park – Total Cost \$86.60

2 – Knock Out™ Roses existing

Oak Leaf Hydrangea – *Hydrangea quercifolia*

2 – 3 gallon @ \$16.95 = \$33.90

Joe Pye-weed – *Eupatorium maculatum* 'Gateway'

2 – 3 gallon @ \$8.50 = \$17.00

Blue Star - *Amsonia tabernaemontana* 'Blue Ice'

1 – 1 gallon @ \$5.95 = 5.95

Black-eyed Susan's – *Rudbeckia fulgida* var. *fulgida*

5 – 2 gallon @ \$5.95 = 29.75

Parkview Park – Total Cost \$156.25

'Coppertina' Ninebark – *Physocarpus opulifolius* 'Coppertina'

2 – 3 gallon @ \$15.95 = \$31.90

Blue Star - *Amsonia tabernaemontana* 'Blue Ice'

1 – 1 gallon @ \$5.95 = 5.95

'Bright Edge' Yucca – *Yucca filamentosa* 'Bright Edge'

3 – 3 gallon @ \$15.95 = 47.85

Joe Pye-weed – *Eupatorium maculatum* 'Gateway'

2 – 3 gallon @ \$8.50 = \$17.00

Black-eyed Susan's – *Rudbeckia fulgida* var. *fulgida*

9 - 2 gallon @ \$5.95 = \$53.55

Total Cost \$596.00

ELEVATION VIEW

