

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, Alan Cohen, David Cohen, Virginia Helm, David Kratzer, Dwight Lewis, Denise Marshall, Fred Milbert, Kenneth Mirsky, Brad Pransky, Stephen Vahey and Diane Williams. Staff present were: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Ex-officio members were: Drusilla Buscemi. Guest was Zoe Rose.

1. *Call to Order.* Mr. Cohen called the meeting to order at 7:03 p.m.
2. *Approval of Minutes.* The minutes of the February 16, 2010 meeting were unanimously approved as submitted.

3. *Main Street Committee Reports by Chairpersons:*

A. Design – Mr. David Kratzer reported three applications were reviewed.

1) 8021 Old York Road – New Venice Pizza for new signage. Design Committee reviewed the initial application information and recommended revisions. If the revisions are made and approved by the Township Engineer, the Design Committee would then recommend approving the application and the request for Design Challenge grant funding in the amount of \$1,300. A motion was made by Mr. Vahey and seconded by Mr. Milbert to approve the application for funding in the amount of \$1,300.00, subject to the revised rendering being approved by the Township Engineer's Office.

2) 7845 Montgomery Avenue - Alpher Apartment Building. The Design Committee has reviewed the initial application and requested additional information on itemized costs for

painting, flashing, and turret peak repair. A structural permit is not required. This matter was tabled and will be discussed at the April meeting.

3) Easton Road & Glenside Avenue - Won Institute Building formerly the Glenside Trust Building. The Design Committee reviewed the initial application to replace a very large existing window with two smaller windows. This matter will be continued to the April meeting at which time the property owner and its contractor will attend to explain their intentions in more detail.

B. Organization and Development – Mr. Carboni reported that he was soliciting volunteers to assist in Main Street Program efforts to increase contributions for special events. He stated he would pursue the idea of a golf outing as a fundraiser. The EDTF provided its concurrence to the golf outing concept.

C. Economic Restructuring- Mr. Milbert reported that following the loan restructuring for the Creekside Co-op which will occur next week via a 4.5% USDA loan submission, he will be able to focus on the economic restructuring committee work. He reported that the Co-op was also applying for a Department of Community and Economic Development (DCED) low cost loan as well. He also noted that the Elkins Park Farmers' Market will open on Sunday, April 11, 2010 at High School Park.

D. Marketing and Promotions Committee –

- District Liaison for Elkins Park East – Mr. David Cohen reported on the Creekside loan restructuring through the USDA and other scenarios that if accepted would allow the Co-op to open in May 2011 and acquire the building. He also mentioned that another entity was planning an inside farmers' market at the site of the former Little Dipper Ice Cream Shop. Arts in the Park is planned for June 6, 2010.

- Ms. Haff, District Liaison for Glenside - In Ms. Haff's absence, Ms. Shaw distributed a copy of the Downtown Glenside Merchants' Group report for review. (see attached) Ms. Shaw stated that Ms. Haff would like to know if the flower baskets for Downtown Glenside will be handled like last year – a) The Merchants' Group paid for the flowers and b) The Township supplied the soil, liners and watering for the baskets. Mr. Havir suggested that Ms. Haff submit a proposal to the committee for review and approval at the April 20, 2010 EDTF meeting.
- District Liaison for E. Cheltenham Avenue – Ms. Helm had no report at this time.
- District Liaison for Cheltenham Village – Mr. Hoch was absent. No report was available.
- District Liaison for Elkins Park West – Mr. Mirsky reported that he will start working on his assignments.

4. *Chairman's Report* – Mr. Cohen asked the committee chairs and liaisons to please submit a brief written report to the attention of Mr. Havir, EDTF Staff Liaison before each meeting so it can be e-mailed to everyone with the Agenda.

Mr. Cohen passed out a copy of the Township Code outlining the responsibilities of the EDTF members. (see attached)

Mr. Cohen urged the district liaisons to find someone in the respective districts to assist them with their responsibilities. These persons could attend an EDTF meeting in the liaison's absence.

5. *Old Business* –

A. Mr. Havir reported that the next step for adoption of the Community Revitalization Plan would be for the Board of Commissioners to hold a public hearing prior to consideration of adopting the Plan. He noted the hearing was scheduled for tomorrow evening (March 17, 2010).

The Plan needs to be adopted on or before April 1st in order to be eligible for submission of a FY2010 Community Revitalization Implementation Grant Application by April 1, 2010. Ms.

Williams acknowledged that a good many suggestions were included in the final draft and wished to thank whoever was responsible for that. Ms. Williams also inquired about the following:

- Reference to the Willow Avenue Wall being dropped out of the Plan. Mr. Havir explained that a land survey for items in the public right of way, part of a requirement for streetlighting utilities, etc., revealed that the wall was on private property. As stated earlier in the review process, if the wall was found to be private property, that would preclude it from being included in the Plan.
- Ms. Williams also questioned the recommendation made to school bus safety and use of community volunteers as crossing guards.
- Reference to the LaMott Community Association on page 36 under Community Garden. Is there a group called LaMott Community Association? Mr. Havir stated that the reference refers to whatever neighborhood or citizen group forms in the future.
- A comment was made to the Power Point Presentation not being the same as shown at the 12/1/09 Community meeting. Messrs. Hamilton and Havir will verify.

Mr. Cohen interjected and reminded everyone that the purpose of the plan review was to determine if all the changes have been incorporated satisfactorily so it can be adopted prior to the next grant funding submission deadline by the County. A motion was made by Mr. Cohen to recommend to the Board of Commissioners adoption of the plan as amended pursuant to the EDTF meeting last month. Ms. Helm accepted the motion and Mr. Carboni seconded the motion. Everyone voted in favor with the exception of Ms. Williams who voted no.

B. Mr. Havir noted that the Steering Committees are scheduled to meet next on March 31, 2010. A recent meeting of the Glenside BID on March 16, 2010 at Glenside Hall with the Glenside business owners went well with approximately 15 in attendance. Malcolm Johnston from the West Chester BID made a presentation in which the progress of that BID over nine years was impressive. The Feasibility Study should wrap up by June 30, 2010.

C. America in Bloom- Mr. Havir reminded everyone at the last meeting, there was a suggestion that a Beautification Committee be formed to work in partnership with The Friends of High School Park (FHSP) as well as Mr. Hoover, the Director of Parks and Recreation during the spring and summer months to spruce up the entrances to the parks in anticipation of EDTF's participation in the America in Bloom program in 2011. Mr. Alan Cohen asked for volunteers. Mr. David Cohen and Ms. Williams offered to work on the committee. Mr. Havir felt that working with Mr. Hoover, a weekend planting could be scheduled and about twenty volunteers would be needed. Ms. Buscemi of Arcadia University stated that depending on timing, i.e., before the semester ends, some Arcadia students might be available to assist. Ms. Buscemi would pass this information on to Ms. Rubino at Arcadia for coordination. Ms. Williams asked if there was an online resource available. Mr. Havir stated that Ms. Weiner, Restoration Manager for FGSP could supply that information.

D. Commercial District Signage – Mr. Havir reported that due to the inclement weather and recent snow, the sign contractor has been granted an additional thirty day extension until April 15, 2010 to complete the project. The manufacturer has agreed to repaint all posts and bases. Gateway signage has been installed along Limekiln Pike. Wayfinding signage is in the process of being installed at Waverly, Bickley and Easton Roads.

6. *New Business* - Members discussed recent tree removal at the PECO substation northwest corner of Old York and Church Roads. Tree stumps were left behind and an unsightly view of a weathered sub-station. Members felt that PECO should replace the trees. Mr. David Cohen felt that the areas should be replaced with some type of significant trees or landscaping which provides a visual buffer and a recommendation was made to have staff contact a liaison at PECO regarding replacing of trees with some type of significant trees or landscaping to block the view

of the substation, seconded by Ms. Helm. There was also a lengthy discussion regarding putting more teeth in the Township's existing Tree Ordinance. It was recommended that the Shade Tree Advisory Committee consider a recommendation to add language to the Ordinance that addresses the submittal of landscape plans for replacement before trees are removed so that significant trees and/or landscaping is added that provides visual buffers in specific cases. It was suggested that this matter also be discussed at a future Ad Hoc Zoning Committee. Mr. Alan Cohen mentioned that trees were also removed along Township Line Road on the property owned by Keneseth Israel. He will investigate and report back to the EDTF who removed those trees.

7. *Main Street Manager* – Ms. Shaw stated that the District Liaisons need to make personal visits to the merchants, get e-mail addresses, deliver calendars, review MS4 information such as rainwater, sewage treatment and recycling information; and inform the merchants that they may contact the liaison about compliments and complaints. Mr. Havir stated that a press release was just placed on the website regarding encouraging ads for the Township calendar. The deadline for the ads is the end of April. Ms. Shaw can also include this information in the merchant packets, please contact her.

Ms. Shaw stated that Glenside Hardware will have new improvements this year; there are two new restaurants in the Township - Linda Jeans in Wyncote and New Venice in Elkins Park West.

8. *Assistant Township Manager* – Mr. Havir reported that the Glenside Farmers' Market received its license from SEPTA and will open on May 1, 2010 at the Glenside Train Station on Saturday while the Elkins Park Farmers' Market will be open on Sundays.

Mr. Havir also reported on a recent Zoning Hearing Board application that was submitted for 110 East Waverly Road. The proposal involves the construction of six new townhouses on a parcel already containing four dwelling units. The applicant is seeking approval for shared

parking per the recently amended parking ordinance to permit up to ten spaces in the municipally-owned Glenside Free Library parking lot. The majority of EDTF members did not think this matter was a good idea because the lot serves as an overflow parking area for Glenside Hall, Renninger Park and the Glenside Pool. No formal vote was taken; however, majority consensus was not to recommend approval.

A minor subdivision plan was filed for 711 Limekiln Pike at Oak Road near the Oak Summit Apartments by Arcadia University. Arcadia University representatives have been invited to the April 14th Public Works Committee meeting to discuss plans for future use of the residential parcel.

9. Adjournment: The meeting adjourned at 8:45 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt

Downtown Glenside Merchants Association (DGMA)

Glenside, Pub

Wednesday, March 3, 2010

Attendees: Jim Bell, Resident; Mary Beth Carroll and Dave Shultz, Cheltenham Environmental Advisory Council; Colleen Coll, Glenside Pub; Maureen Haff, Sweet Magnolia; Bill Hibbert, Hibberts; Rosamond Humphreys, Humphreys Pest Control; Kim Ngov, Jasmine; Barbara Nye, Greater Glenside Chamber of Commerce; Carol Ragin, Stitchers' Dream; Fay Sewell, Serenity; Fred Schwartz, Resident and Ruth Littner Shaw, Main Street.

Presentation

Dave Shultz and Mary Beth Carroll gave a presentation on ways that the DGMA members could save energy, reduce energy costs and apply for funding for facility improvements that would result in better energy conservation and lower energy costs. They highlighted the major opportunities for saving energy and lowering energy costs. They provided information on energy analysis, potential solutions and sources of technical and financial support. They outlined sources of online support and left pamphlets on outlining opportunities for moving forward with energy conservation and the resulting cost avoidance. Dave and Mary Beth left pamphlets that DGMA members can pick up from Maureen Haff at Sweet Magnolia.

DGMA Report

- Faye Sewell, who has been handling monthly planning for advertising of First Friday activities, presented updated information on the process for advertising incentives for customers to come into Downtown Glenside on the evening of the first Friday of each month. Prior procedure forced Fay to send out monthly emails soliciting information from DGMA participants. Beginning in March, participating merchants and business need only to identify how late they will be open going forward and what special activities, sales or discounts they might be having. In other words DGMA members who want to be included in ongoing publicity of First Friday events must first email Fay and tell her how late they will be open of the First Friday of each month. Group A business will be open until 7:00 p.m. on First Fridays. Group B will be open to 8:00 p.m. on First Fridays and Group C businesses will be open late every Friday. Once you tell Fay your schedule for First Friday, all advertizing will list your hours as you stated them in your initial response until you notify Fay in writing that you are changing those hours. Second, any businesses that wish to advertize special events or sales on First Fridays needs to send the information they want to be included in the First Friday advertisements to Fay by no later than the 19th day of the

month prior to the upcoming First Friday. (For example, by Friday, March 19th for First Friday, April 2nd.) **Please Note:** It's each DGMA member's responsibility to tell Fay his/her hours for ongoing First Fridays and to advise her in advance of any sales or events that he/she is having on specific First Fridays. Fay will no longer be sending out monthly reminders. Advertising will be forwarded to the local print media (who control what they will or will not print); the township cable channel and various email lists.

Maureen Haff suggested that DGMA members not limit themselves to later hours and special discounts on First Fridays. She encouraged members to schedule events at hours that suited their businesses and customers... perhaps lunch specials at restaurants, special coffees or teas and poetry readings or small music performances in the afternoon at coffee shops and stores. DGMA members and supporters suggested larger, more attractive posters in Downtown shops, restaurants and other participating businesses. Fay Sewell graciously agreed to put the ad information submitted to her in printable form. Ruth Littner Shaw will see that this information is properly set up for advertisement in township media as well. Local residents Fred Schwartz and Jim Bell have agreed to cover the costs of upgraded posters for the first and second six-month periods, respectively.

Attendees also discussed the possibility joint advertising opportunities... for example; DGMA store or restaurant A agrees to offer a published discount on selected merchandise or meals when a customer presents a dated receipt for First Friday from participating DGMA store or restaurant B... or vice versa. (This is similar to Jenkintown's Hiway Theater offering movie discounts to customers dining at local participating restaurants on their monthly community days.) DGMA members are exploring the possibilities. Perhaps you should, too.

- Attendees were advised on recent efforts to develop a DGMA internet presence via both a DGMA website and Face Book page. The association is still looking for website assistance but has located a volunteer from Arcadia University to work on Face Book. Ruth Littner Shaw reported that she already has a Face Book page for Downtown Glenside. Research and planning are ongoing.
- Members attending the meeting discussed early planning for streetscape decorating for 2010. The association has approximately \$1,000.00 on hand as a down-payment on upcoming warm-season flower baskets along Easton Road. DGMA representatives will meet with local providers to select affordable flower displays for

the coming season. Ongoing fundraising will be important. Several ideas were suggested to raise funds to cover the cost of flower baskets on Easton Road and planters of Glenside Avenue. These included a membership drive (donation from DGMA members) and fundraising activities such as raffles, adopt-a-pole, donations jars in shops and other businesses, etc. Fundraising remains an issue. Suggestions are very welcome!

- Bill Hibbert sought input on the possibility of Downtown Glenside hosting a Bike Show in addition to a Car Show in the years beyond 2010. The consensus of the group was to seek additional information on the pros and cons of a Bike Show in Downtown Glenside. There was interest in finding additional opportunities to highlight the business district and the community in general. At this point no additional information is available.
- Volunteers are needed for all upcoming DGMA activities. We are seeking people interested in a number of areas: Internet Presence (website development and Face Book); Marketing and Promotions (First Fridays, Street Fair, Winterfest, new ideas...); Organization and Development (volunteers, fundraising...) and Design Assistance (decorating storefronts, streetscape...). If you are or you know someone interested in bettering or community, please email Maureen Haff at sweetmaggkenside@gmail.com to express your interest. We're not asking for a lifetime commitment just a little spare time doing something that you would like to do to make Glenside a better place. Thanks!!!

Main Street Manager's Report

Ruth Littner Shaw reported on conversations with officials at Arcadia University on combining the Glenside Street Fair with fall activities at the university. The parties are considering September 25th and October 2nd as dates when DGMA and Arcadia might be able to join forces on an enhanced Street Fair. Discussions are ongoing.

Chamber of Commerce Report

Barbara Nye offered a number of the ideas for fundraising outlined above. She also requested volunteers for the annual Glenside Car Show this summer. Interested parties can contact the Greater Glenside Chamber of Commerce at 215-887-3110.

ARTICLE II Economic Development Task Force (§ 62-4 — § 62-6)

[Adopted 10-18-1977 by Ord. No. 1422]

§ 62-4 Creation of Task Force; membership.

[Amended 9-20-1994 by Ord. No. 1810-94; 12-21-1999 by Ord. No. 1952-99]

A.

There is hereby created a committee to be known as the "Economic Development Task Force" to consist of 15 voting members. The President of the Board of Commissioners shall nominate for appointment one individual with a background in banking or public finance or equivalent, two individuals from small or medium-sized businesses or equivalent (retail, office and/or medical), two individuals with backgrounds in economic development, business administration, public administration, urban planning or landscape design or equivalent, one individual with a background in architecture or equivalent, and nine citizens at large.

B.

The President of the Board of Commissioners shall also nominate for appointment one member of the Planning Commission, one member of the Citizens Advisory Committee and one additional citizen at large to serve as an observer, all of whom shall serve as ex officio members without any power to vote.

C.

The President of the Cheltenham Township School Board shall also nominate for appointment one member of the School Board who shall serve as an ex officio member without any power to vote.

D.

The following additional individuals shall serve as ex officio members of the committee without any power to vote: Township Manager, Township Solicitor, Assistant Township Manager, Director of Fiscal Affairs, Main Street Manager.

E.

Upon three unexcused absences of any voting members in a calendar year, the Chairman of the Economic Development Task Force may recommend to the Board of Commissioners removal from the Task Force.

§ 62-5 Term of membership.

Members of the committee shall serve for terms of two years, except that those members who serve in a representative capacity shall cease to serve if replaced by a successor within said term.

§ 62-6 Powers and duties.

[Amended 9-20-1994 by Ord. No. 1810-94]

The committee shall have the following powers and duties:

A.

To recommend policies and programs to the Board of Commissioners that will facilitate effective economic development activities in the Township.

B.

To coordinate the goals and objectives of the Township's citizen advisory committees involved with economic development and community revitalization, and to achieve consensus on issues pertaining to economic development.

[Amended 7-15-2008 by Ord. No. 2161-08]



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, March 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 | Kenneth Mirsky | klmirsky@comcast.net | Y |
| 2 | DAVID KRATZER | DKRATZER@BAUARCHITECTURE.COM | Y |
| 3 | DAVID COHEN | dlcohen1@ix.netcom.com | Y |
| 4 | Alan Cohen | | Y |
| 5 | VIRGINIA HELM | | Y |
| 6 | Tom Carboni | | Y |
| 7 | FRED MILBERT | | Y |
| 8 | Steve Vahney | 2012575@allstate.com | Y |
| 9 | Denise Marshall | | Y |
| 10 | Dwight Pease | Dwight.Pease@jeffersonhospital.org | Y |
| 11 | DIANE WILLIAMS | dcbmwilliams@msn.com | Y |
| 12 | Dnsilla Buscemi | Duscemid@arcadia.edu | N |
| 13 | Zoe Rose | zoerose@proudneighbor.com | NO |
| 14 | BRAD PRANSKY | BRAD@PRANSKY.COM | Y |
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