

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, Alan Cohen, David Cohen Maureen Haff, Denise Marshall, Kenneth Mirsky, Brad Pransky and Diane Williams. Staff present were: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Guests were David Kratzer and Diana Weiner.

1. *Call to Order.* Mr. Alan Cohen, Chairman, called the meeting to order at 7:00 p.m.
2. *Approval of Minutes.* Mr. Mirsky said he attended last month's meeting and asked to have his name added to the attendance list. The minutes of the December 15, 2009 meeting were approved as amended.

3. *Cheltenham Township Community Revitalization Plan Update.* Mr. Havir reported that the final preliminary draft was sent to the County Planning Commission Staff for review. Messrs. O'Leary and France are reviewing it to see that it meets the requirements of the program guidelines. A ten-minute power point presentation will be presented to the Montgomery County Revitalization Board by Messrs. van Dyke and Havir on January 26, 2010 at 8:00 a.m. Mr. Havir noted some of the highlights in the Plan as follows: Cheltenham's plan makes a number of recommendations, including:

- Improving the KoBaWoo shopping center.
- Redeveloping the Ashbourne Road site.
- Restoring the Willow Avenue streetscape.
- Continuing housing rehabilitation efforts.
- Creating an attractive gateway at Penrose and Cheltenham Avenues.
- Installing and instituting traffic calming measures.
- Restoring the community gardens.

Ms. Williams commented on the following items:

- page 7 Extend projects beyond the boundary of the block of Sycamore Avenue.
- page 41 Action Plan should be reformatted.
- page 12 Statistical Data sources not identified to support claim.
- Page 15 New ADA requirements adopted in April 2009 should be referenced.
- Pg 34-35 Comments on School bus safety was questioned.
- Page 31 “Maximum” should be added to a sentence.
- Page 47 Historic Garden Restoration needs explanation.
- Format, grammar, spelling throughout
- Where is funding for the Willow Avenue Streetscape Projects coming from?

Ms. Marshall commented on the following items:

- Page 9 Refers to an Assessment item which she has not seen previously.
- Community Goals – Bullet #5 needs to be rewritten.

The Chairman stated that going forward, if anyone has any additional comments on the Plan, they should place them in writing and submit them to Messrs. A. Cohen and Havir. Ms. Williams noted she had additional comments and asked for a meeting with Mr. Havir to review them. Chairman Cohen said he will determine if a separate meeting is necessary after he reviews everyone’s written comments.

4. Main Street Committee Reports by Chairpersons:

A. Design – Mr. Shaw introduced Mr. David Kratzer, who will be replacing Mr. Cross as Chairman of the Design Committee.

B. Organization and Development – Mr. Carboni reported there was no report.

C. Economic Restructuring- Mr. Milbert was not present and no report was given.

D. Marketing and Promotions Committee –

- District Liaison for Elkins Park East, Mr. Cohen reported that Hungary Hart closed in late December. CreekSide Co-op is leasing drug store space. CreekSide Co-op is working with Fox Chase Bank and will follow-up with other grants to help fund their venture. The CreekSide Co-op Board is a volunteer, non-profit board. Financial lending institutions, such as banks, usually require 90% guaranteed loan which is difficult for a non-profit entity. Also the Co-op is looking at acquiring municipal bonds which appears promising at this point as an additional funding source to the USDA grant.
- Ms. Haff, District Liaison for Glenside - It was reported that WinterFest held on December 5th was well attended despite the weather. Donations and volunteers exceeded our needs. Next year, the Merchant's Group will follow the Glenside Firemen's weather safety guidelines, if inclement weather presents safety concerns. In that case, there would be no snow date. At the recent Downtown Glenside Merchants' Group meeting it was decided to form smaller groups with specific goals. Ms. Sewell from Serenity will send out e-mails. First Friday "themes" placed on calendar and advertise more. The February Valentines event will be celebrated on February 5, 2010. Looking for fund-raising group to help raise money the best we can. A discussion ensued regarding who will water flower baskets this summer. There was a concern that the Township personnel will not water flower baskets this summer. Mr. Havir stated the Township will water flower baskets this summer until, hopefully, a Glenside Business Improvement District (BID) is formed. Ms. Diana Weiner stated she would be happy to send information on new types of procedures and materials to reduce frequency of watering flower baskets. It was

noted that the Chestnut Hill Chamber of Commerce hired someone to water plants in that business area. It was recommended that someone contact Chestnut Hill Chamber of Commerce to find out the costs involved. Ms. Haff thanked the EDTF and the Township for the \$400.00 from the Main Street Program celebration account which was used by the merchants to pay for supplies for the WinterFest.

- District Liaison for E. Cheltenham Avenue – Ms. Helm was not present at this time so no report was given.
- District Liaison for Cheltenham Village – Mr. Hoch was not present at this time so no report was given.
- District Liaison for Elkins Park West – Mr. Mirsky reported that the new restaurant that opened in November called Tiffin was still open and the new gym has activity.

5. *Chairman's Report* – Mr. Cohen expressed his opinion that the December Annual Dinner meeting was successful and he asked the Main Street Manager to consider changing the format for this year's event. It was suggested looking at having the event at the Township Administration Building and cut back on the food to reduce costs.

6. *Old Business* –

A. Mr. Havir updated the EDTF concerning the feasibility studies being prepared by the Township's project consultant and referred to the status reports that were attached with the agenda for the Business Retention and Business Recruitment plan study in the five commercial districts and the feasibility study for the formation of a Business Improvement District. He noted the project consultant is currently conducting one-on-one meetings with business and property owners. Mr. Havir noted that the Steering Committees are scheduled to meet next on February 17, 2010. Mr. Havir announced that there would be a meeting on February 3, 2010 with the

Downtown Glenside Merchants' Group. The consultant is putting talking points together to highlight the key issues and will present the draft report for the Glenside BID feasibility study to the Glenside merchants at that meeting.

B. Mr. Havir stated that as discussed at the Public Affairs Committee on January 6, 2010, the Willow Avenue Streetscape Reconstruction Project probably will not be funded in one grant cycle. It will take several years of consecutive grant applications. The Community Revitalization Preliminary application was entitled, The Willow Avenue Streetscape Reconstruction Project, Phase I. In 2011, the Township will submit Phase II. In response to a question concerning implementation, Mr. Havir said it is the intent that the Willow Avenue project, within the 1700-1800-1900 blocks, will not be constructed in a piecemeal fashion . The next step for adoption of the Community Revitalization Plan would be the presentation to the County Revitalization Board; come back to the Township February Public Affairs Committee where Carter van Dyke Associates (CVDA) will go through the Plan. Then the Board of Commissioners will hopefully schedule a public hearing for adoption on 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.

C. Mr. Havir reported on a recent job meeting between the contractor, Eastern Sign Tech and staff concerning the status of the Gateway Sign Project. He reviewed photo simulated renderings where the signs were proposed. He noted the Glenside Gateway monument sign was approved in 2005. Location will be Limekiln and Church triangle. All other signs will be freestanding attached to a post. Each district was discussed and Mr. Havir noted the quantity for each. **Glenside (2 signs)** – Limekiln Pike in front of the Wawa, and Easton Road south near the bus shelter; **EPE (2 signs)** – Septa underpass at Park Avenue, and High School Road, Elkins Park

Gardens near flashing light; **EPW (4 signs)** heading east on Church Road across from Wall Park, south of spur by Ogontz Fire Department, Elkins Park Library and Rte 611 heading north closer to Starr Road; **Cheltenham Village (1 sign)** on Old Soldiers Road; **E. Cheltenham Avenue (2 signs)** heading west Cheltenham Avenue along Cheltenham Avenue prior to Coventry Avenue will be placed on a 45° angle and at the corner of Cheltenham Avenue and Bellmawr Avenue. Mr. Pransky asked about an assessment easement for the Cheltenham Village sign and for the sign on the SEPTA property in Elkins Park East. Mr. Havir noted the Township was working with the property owners. Mr. David Cohen asked about insurance for the signage and Mr. Havir responded the signage would be covered by Township insurance. Ms. Haff offered that there were utility conflicts regarding the directional signs and work was left undone (by Weight Watchers the brick pavers were removed, a hole dug and left disturbed which may be a safety issue) since the snow storm. The brick pavers were marked by PA Call One. She was concerned about the paint but reassured that the paint would wear off.

Ms. Haff also stated she felt the pedestrian crossing on Easton Road by the Hardware Store was dangerous without better signage. She asked what could be done. Responses were targeted enforcement by the Police Department. Ms. Haff felt it would better to have no crossing there if adequate safety measures are not ensured.

7. *New Business* – None.

8. *Main Street Manager* – Ms. Shaw introduced Diana Weiner, Restoration Manager for Friends of High School Park to speak to the members about *America in Bloom*. Ms. Weiner has been a national judge for four years for *America in Bloom*. Ms. Weiner spoke briefly about the advantages for municipalities participating in the program such as: Economic Development, Tourism, National Publicity, Respect for Leadership and less graffiti and damage to property.

America In Bloom categories that are used for judging are: Tidiness, Environmental Awareness, Community Involvement, Heritage Preservation, Urban Forestry, Floral Displays, Landscape Areas and Turf and Ground Cover Management. Members viewed a 15 minute power point presentation. Following discussion, Ms. Weiner left a sample 25-page evaluation that is utilized by the judges. If the EDTF was interested in making application, the initial fee would be \$1,099.00 followed by annual fees as long as the municipality participates. Most municipalities participate for two to three years. Judges visit annually and the municipality must provide lodging and someone must be available to escort the judges to the various areas being judged. There are tools on the America in Bloom website to assist municipalities in identifying projects and forming committees. Winners in each award area use it in future advertising. Mr. Cohen asked Mr. Havir to e-mail the evaluation criteria to the EDTF members to review prior to the February 16, 2010 meeting. The matter was tabled for disposition at this time.

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



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, January 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	Alan Cohen		Y
2	Diana K. Weiner	dkweiner@comcast.net	
3	Kenneth Mirsky		Y
4	Maureen Hoff		Y
5	Tom Carbone		Y
6	David Cohen		
7	Mark Hall		
8	Debra Williams	dcbmwilliams@msn.com	Y
9	David Knatzen		
10	DAVID KNATZEN	P KNATZEN & BAY ARCHITECTURE, COM MAYBE	
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