

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

Members present were: David Cohen, Maureen Haff, Charles Harmar, David Kratzer, Dwight Pedro Lewis, Fred Milbert, Ken Mirsky, Brad Pransky and David Rosenberg. Guests Present: Ethan Chebot-Goldman, Tabitha Heit and Keithe Locke. Staff present was: Bruce Rangnow, Director of Fiscal Affairs.

1. **Call to Order.** Chairman Cohen called the meeting to order at 7:05 p.m.
2. **Approval of Minutes.** Mr. Cohen made a motion to accept the May meeting minutes by acclamation.
3. **Committee Reports by Chairpersons:**

A. Design – The committee reviewed the following signage permit applications:

- 1.) **155 Yorktowne Plaza, Elkins Park- for façade signage.** Upon favorable recommendation of the Design Committee of the information submitted, the EDTF Committee recommended that the content and style of the sign be accepted as submitted. The recommendation was unanimously approved for issuance of a Certificate of Appropriateness.
- 2.) **49 Cheltenham Avenue, Cheltenham – for facade signage.** The Design Committee commented on the number of different colors on the sign and expressed concern about the longevity of the proposed vinyl wrap on the sign and would prefer that the teal colored material be hard plastic. Following discussion, the EDTF recommended to accept the materials of the proposed sign as submitted. The recommendation was unanimously approved for issuance of a Certificate of Appropriateness.

B. Organization & Development – Mr. Cohen did speak with Mr. Essoka and Mr. Milbert regarding fundraising and the lack of resources to contact businesses. Mr. Milbert offered to assist with the fundraising effort and suggested the Committee’s sponsorship levels be reduced to \$1,000 and \$1,500 to generate funds for Township events.

Mr. Milbert noted that \$15,000 was raised in the form of sponsorships for the annual Arts in the Park Festival held on June 1, 2014. The EAC Sustainable Cheltenham partnered with the AIP this year. Mr. Rosenberg observed a great deal of people and energy at the event. The weather was great. Mr. Milbert stated that the artists sold out early. Next year will be the 20th anniversary of the AIP Festival.

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen tabled the discussion on the conceptual changes contemplated to the Business and Commercial Tax Structure in the Township until a future date.

D. Marketing and Promotions Committee - Reports were provided from the following liaisons:

- District Liaison for Elkins Park East –

CreekSide Co-Op has held the second of three visioning sessions with 150 people in attendance at the first session and approximately 100 at the second session. The feedback received was very positive. A third visioning session will be scheduled for September. The Co-Op is looking for ways to increase business at the Co-Op in an effort to increase revenue. The CreekSide Co-Op will also be holding its regular Board meeting on June 18, 2014.

Since November 2012, three restaurants have opened and White Pines Production has taken up space and all seem to be doing well.

Mr. Cohen stated that he was a member of the American Planning Association Pennsylvania Chapter and that he submitted an application for the Elkins Park East Commercial District for Pennsylvania Great Places nomination. He included as attributes CreekSide Co-Op, High School Park and the wonderful architecture. A decision will be made in November.

Mr. Milbert noted that SEPTA will be meeting the Township to discuss finalizing plans for volunteers to convert the Elkins Park Train Station into an event location. The Cheltenham Art Center, a non-profit, would manage the space.

- District Liaison for Glenside – Ms. Haff reported that the Downtown Glenside Community Partnership will now begin to focus on the Welcome Back Arcadia Students Ice Cream Party for 2014.

Ms. Haff reported that she recently attended a fundraiser event at The Ambler Arts and Music Festival, on June 14-15 which was packed.

Mr. Milbert reported that a Request for Proposal for a permanent caterer was recently solicited. Ms. Haff was happy to hear that Curtis Hall as a wedding venue was moving forward.

Ms. Haff stated that she has observed Abington Township T-shirts with the logo, "Proud to be in Abington" and whether Cheltenham would consider this type of promotion. Mr. Cohen noted that the Township is working with the School District to identify image for the School District. The new School District Superintendent wished to focus on building upon and marketing image. Perhaps a logo and tag line will be developed as part of that project. The EDTF asked if the members could see results of the effort.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Members commented on the Getty Gas Station located at Stahr and Old York Road. Mr. Milbert noted that the Owner had announced that he would be making improvements to the property. However, non-conforming sandwich-board signs have increased and the older permanent signage is faded and peeling and is in need of updating. Mr. Milbert stated that he had contacted the Township by e-mail. Mr. Cohen proposed a motion to encourage the Township to get the sign code enforced and encourage new signage be erected in place of the old Getty signs. The motion was seconded by Mr. Rosenberg and unanimously approved.

Mr. Mirsky reported a vacant store space for rent at Yorktown Plaza.

- District Liaison for W. Cheltenham Avenue – Mr. Lewis reported that there is increased activity in the area of the new Hibachi Grill (formerly Andy's), as well as at the former Toys R Us store which is now a retail store for children's uniforms and at the Police and Fire Federal Credit Union.

4. Chairman's Report –

A. *EMCCC Business and Community Awards Celebration* - Mr. Cohen shared with the EDTF a Certificate presented to Cheltenham Township for fifteen years of membership in the EMCCC which was presented at the Awards Celebration on Wednesday, May 21, 2014 at

Huntingdon Valley Country Club. He noted Mr. Cohen, Mr. Lewis and Ms. Perkins were in attendance.

B. Mr. Cohen reported fifty applications were submitted to Delaware Valley Regional Transportation Commission for TAP funding which administers state and federal funds to address transportation issues involving increased mobility for pedestrians and bicycles and slowing down traffic. Cheltenham Township submitted an application for Elkins Park West Commercial District because it was considered a shovel ready project and involved two state roads, which hopefully would be viewed favorably. Decisions will be made this September. Mr. Milbert asked why Elkins Park East Streetscape was not submitted. Mr. Cohen stated that the latest plans for Elkins Park East were not ADA compliant and would require additional engineering. Mr. Milbert expressed his concern about certain traffic safety issues in this area that should be addressed. Mr. Cohen recommended that Mr. Milbert and any others share their concerns at the monthly Public Safety or Board of Commissioners meetings.

C. *EDTF District Liaison Role* – Mr. Lewis continued with his presentation that was begun on March 18, 2014 regarding the Role of the Business District Liaisons (BDL's) with a discussion on next steps. Mr. Lewis reviewed the opportunities for keeping the role of the BDL's the same and/or eliminating the role of the BDL's or doing it in a different way which is more comprehensive and inclusive. Following discussion, Mr. Cohen recommended that there may be an opportunity to host six of the regular EDTF meetings at a location in each of the commercial districts following an advertised public meeting for business owners and the Ward Commissioner present, and five (5) of the EDTF regular meetings at the Township Building. This means that one Commissioner once a year would host a meeting with the EDTF in their representative ward. Additionally, the members felt that using technology to supplement the EDTF role and developing

a web site business directory was needed. A lengthy discussion ensued regarding content, development, management oversight, legal issues and cost. It was suggested that best practices from other Townships be studied. It was noted that the Chamber is working on their website development. Mr. Cohen thanked Mr. Lewis for his presentation. The Board of Commissioners will need to buy into this meeting schedule concept.

5. *Old Business* –

A. Glenside Mural Art Project – Mr. Rangnow reported that Mr. Havir was in communication with the Greater Philadelphia Cultural Alliance regarding an extension in time for the current grant award and is waiting to hear back from the grantor. Mr. Cohen noted that Mr. Havir suggested relocating the mural originally targeted for the Easton Road Underpass to the Robert's Block Building. And, Arcadia University was interested in working on a mural for the Easton Road Underpass in 2015. It was announced that the current muralist has withdrawn from the current project due to personal reasons. Additionally, the EDTF offered suggestions for the next mural art grant round at the last meeting. Mr. Milbert noted that the CreekSide Co-Op Board would review the suggestion of a mural for the CreekSide Co-Op wall at their board meeting on June 18, 2014.

B. Classic Towns Program – Mr. Rangnow noted that the next installment payment for membership was due in July, 2014. Discussion followed regarding the cost of the membership and what benefits were received. Mr. Cohen explained that some of the benefits are imaging building, utilizing the Classic Towns website, and access to DVRPC grant funding. This item was tabled to next month.

C. Old York Road Community Organization (OYRCO) – Mr. Essoka was not present to make his report but did communicate by e-mail that the OYRCO will reconvene within the next two weeks to discuss the Elkins Park East Streetscape and Landscape Plan. Mr. Essoka will offer an

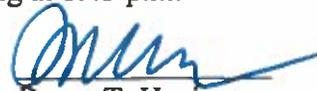
update at the next EDTF meeting. Mr. Cohen noted that the group has interviewed for a part-time person to manage various initiatives for the group, but has not hired anyone yet.

6. New Business:

A. Mr. Milbert asked when did parking fines increase (from \$20 - \$25) and hourly rates decreased from one hour to one-half hour. He noted that increasing fees creates a negative perception. The pros and cons of the decision were discussed. Mr. Milbert noted that Ardmore has a free first fifteen minute policy before fees begin.

7. Staff Report: No report.

8. Adjournment: Mr. Cohen made a motion to adjourn the meeting at 8:45 p.m.



Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, June 17, 2014, 7:00 P.M.

Township Administration Building
8320 Old York Road, Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Charley Harmar	HARMARS@AOL.COM	Y
2	Dwight Peders		X
3	Maurice Huff		X
4	FRED MILBERT	FIMILBERT@GMAIL.COM	X
5	Ken Mirsky		Y
6	DAVID L. COHEN		Y
7	BRUCE A. RANGNOW		N
8	Dave Rosenberg		Y
9	KEITH E. LOCKE		N
10	Tabitha Heit	tabheit@aol.com	N
11	DAVID KRATZER		-y-
12	BRAD PRANSKY		
13	Ethan Chebot-Goldman	chebgold@msn.com	N
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EDTF

Review of Business District Liaisons

Dwight Pedro Lewis

March 18, 2014

Revised: June 2014

Mission and Vision

MISSION

In partnership with public and private entities, the Cheltenham Township Economic Development task Force (EDTF) is committed to expanding the Township's commercial tax base, which will improve the financial well-being of the total community. This is accomplished by attracting new businesses to all township commercial districts, and expanding and supporting business existing businesses

VISION

- * Implement a marketing campaign to effectively feature the Township's commercial-business districts; to promote the diversity of all commercial districts, and to attract consumers and businesses to the commercial districts.
- * Facilitate community revitalization throughout the Township by proactively identifying key long-term vacant and under utilized properties, and work to identify appropriate development, or adaptive reuse options for those properties, that recognizes the importance of utilizing and enhancing existing architectural, historic, and/or cultural resources.

Business Districts and Liaisons

Business Districts

- * Elkins Park East
- * Glenside
- * E. Cheltenham Ave.
- * Cheltenham Village
- * Elkins Park West
- * W. Cheltenham Ave.

Liaisons

- * David Cohen
- * Maureen Haff
- * Dwight Pedro Lewis
- * **VACANT**
- * Kenneth Mirsky
- * **VACANT**

SWOT

Strengths

- * Elkins Park
- * Glenside

Weaknesses (facts)

- * The current BDL model is ineffective
- * Three districts inactive
- * Two districts are VACANT
- * No objectives
- * BDL's have no credibility in the districts
- * No communication and collaboration with or guidance from the Commissioner's of the assigned districts
- * No collaboration between the BDL's
- * Inactive membership
- * **EDTF / BDL has nothing to offer**
- * **Role not clearly defined**
- * **Total disconnect with Commissioner's**
- * **District 's too big for one person**

SWOT

Opportunities

Keep BDL's

- * Assign at least two EDTF members to each district
- * Align the BDL's with the Commissioner's of each district
- * Align (if possible) BDL's with districts they live in and/or are very familiar with
- * Build Relationships with Business Owners / Help Business retention
- * Formerly introduce the BDL's to the Districts:
 - * Formal letter from Township Manager
 - * Formal Introductions with Commissioner

Opportunities

Eliminate BDL's

- * Create an opportunity to Host each business District at least once a year at the monthly EDTF meeting
- * Host small business district events / obtain sponsors
- * Host EDTF meetings in the districts
- * Define Goals (2 or 3) that the entire committee can work on together
- * Develop a Web Site Business Directory
- * Create a Business District News section on the Township website
- * Re-establish partnership with Arcadia

Threats

- * The demise of BDL's
- * Possible loss of businesses
- * Ineffective EDTF
- * **We have nothing to offer the businesses as incentives to engage the EDTF/Township and to support retention**

Next Steps

- * Make a decision to redefine the BDL's role or eliminate it
- * Develop a plan to support the decision
- * Solidify membership including identifying (members make recommendations) potential members to fill the four vacancies
- * Scrub the membership list of inactive members
- * Inventory all business owners
- * Connect with Commissioners for each district.
- * Survey all business owners
- * Develop EDTF Goals based on Survey results
- * Share feedback and progress with Business Owners
- * Share the Township's Community revitalization Plan from 2009, and progress to date

