

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

Members present were: David Cohen, Charles Harmar, Dwight Pedro Lewis, Fred Milbert, Ken Mirsky, Brad Pransky and David Rosenberg. Staff present was: Bryan T. Havir, Township Manager.

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 July meeting minutes by acclamation.
3. **Classic Towns Presentation** by representatives from the Delaware Valley Regional Planning Commission (DVRPC) will be re-scheduled for the October 21, 2014 EDTF meeting.
4. **Committee Reports by Chairpersons:**

A. Design –

- 1.) **560 Church Road, Elkins Park, (Salon Tiffany) - for directional signage.** The EDTF had concerns about the size of the proposed sign and whether it really met the terms of the Zoning Ordinance. The EDTF opined the sign may be too large and out of character for placement in front of the building. Mr. Cohen made a motion to recommend the applicant consult with the Planning and Zoning staff for further review of the zoning code regarding the size of directional signage; and if it does comply with the current zoning code, the EDTF would recommend acceptance of the proposed sign as submitted and issuance of a Certificate of Appropriateness. The EDTF would further recommend that the Board of Commissioners consider relegating review of the existing sign ordinance in terms of the issue of directional signage definition, location, size and materials so that design regulations could be developed by the Select Zoning Code Committee or Planning Commission to govern signage in the commercial districts; seconded by Mr. Rosenberg and unanimously approved by the EDTF.

B. Organization & Development – Mr. Milbert stated that he has made some outreach to local businesses to generate funds for Township events with little success due to the time of the year. He will begin outreach again later this month.

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. Mr. Cohen will discuss this matter with Mr. Burns to determine when he could attend a future EDTF meeting to help facilitate discussion of this topic since he is the Township's Tax Collector and Financial Officer.

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

- District Liaison for Elkins Park East – Mr. Cohen reported that the Yoga Studio closed. He also mentioned that the Township has worked to resolve some issues surrounding the traffic island. The community has participated with the planting of chrysanthemums in the traffic island.
- District Liaison for Glenside – Mr. Harmar reported that the Downtown Glenside Community Partnership (DGCP) and Arcadia University's Welcome Back Arcadia Students Ice Cream Party scheduled for August 28, 2014 was a success with at least 200 students in attendance. The next event of the DGCP, the Glenside Food and Craft Fair is scheduled for October 9, 2014 in Glenside from 5:30 – 9:00 p.m. on Glenside Avenue between Easton Road and New Street. It was noted that Cheltenham High School hosted a food truck event on September 13, 2014 at the High School which drew a crowd of approximately 2,500 persons.
- 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. Mirsky noted that the Owner did make some improvements to the property and did remove some illegal signs. Multiple sandwich sign boards are still on display. Mr. Havir will ask Code Enforcement to follow up to make sure the signs are not obstructing the public right-of-way.
- District Liaison for W. Cheltenham Avenue - No report.

5. Chairman's Report:

A. Mr. Cohen noted that he attended a Community Emergency Response Team (CERT) meeting on September 15, 2014 at Glenside Hall to learn more about how volunteers can attend Pennsylvania Citizen Corps training with defined roles to offer assistance to family, friends and

neighbors until trained emergency personnel arrive in a large scale disaster. The next meeting is scheduled in October. Discussion continued about the federal and state Good Samaritan laws.

B. EDTF District Liaison Role – Mr. Cohen requested input on the EDTF’s proposal to host several of the regular EDTF meetings at a location in each of the commercial districts for business owners and each of the Ward Commissioners. The committee tentatively suggested the following meeting schedule in the commercial districts: April 21, 2015 at Glenside Hall for the Glenside Commercial District; September 15, 2015 at Rowland Community Center for the Cheltenham Village Commercial District; October 20, 2015 at the La Mott Community Center for the East and West Cheltenham Avenue Business owners and May 12, 2015 at the Elkins Park Library for the Elkins Park East and West Business owners. This tentative schedule will be shared at the Public Affairs Committee in November or December so that the public meetings can be advertised once the locations are confirmed. If the meeting locations were not available, Mr. Havir will determine appropriate alternative locations at his discretion.

6. *Old Business* –

A. Glenside Mural Art Project – Mr. Havir shared the sketch of the mural selected for the Roberts Block Building. Mr. Havir noted that he has been in communication with the Greater Philadelphia Cultural Alliance regarding an extension in time (October-November) for the current grant award to relocate the mural originally targeted for the Easton Road Underpass to the Robert’s Block Building. The mural design sketch was received favorably.

Arcadia University is interested in working on a mural for the Easton Road Underpass in 2015 for the entire space at one time instead of continuing projects funded by individual grants.

B. Classic Towns Program – Mr. Havir noted that DVRPC will be asked to make their presentation at a future meeting. He also stated that the next installment payment for membership is

due in November, 2014. Mr. Havir noted that the original agreement was for two years. The EDTF thoroughly discussed the proposal in April 2013. The EDTF should maximize the use of the advertising opportunities. Following discussion, the EDTF unanimously recommended continuing membership with Classic Towns for another year in the amount of \$2,500.

C. *Old York Road Community Organization (OYRCO)* – Mr. Essoka was not present to make his report. However, Mr. Cohen did note that no one has been hired for a part-time person to manage various initiatives for the group since he checked six weeks ago and there probably would be nothing to report until late October.

7. *New Business:*

A. *Citi Map Publication* – Mr. Havir noted that the Township has had an arrangement with *Citi Maps* over several years to print up Township maps for businesses and the public. Mr. Havir received a similar publication from *Municipal Publications* in a slightly different style and asked the EDTF for their opinion. Mr. Havir stated that there is no cost to the Township. Cost to print the maps is derived from advertisements from local businesses. Mr. Pransky made a motion to recommend the Township proceed with the *Municipal Publication* proposal; seconded by Mr. Rosenberg and unanimously accepted by the EDTF.

8. *Staff Report:*

A. *Korean Folk Festival* - The Eighteenth Annual Korean Folk Festival was to be held on September 13, 2014 from 1:00 p.m. to 5:00 p.m. at John Russell Park located on Penrose Avenue and Willow Avenue off Cheltenham Avenue in La Mott but was cancelled due to rain. Mr. Cohen thanked those volunteers who offered to be present for that event on that date.

B. *Eastern Montgomery County Chamber of Commerce (EMCCC)* – Mr. Havir announced that the annual Business Expo is scheduled for October 23, 2014 at Salus University from 4:00 to

7:00 p.m. Mr. Havar asked for the EDTF's input on participation this year. Discussion continued about the results from last year's event and the cost of \$425.00 to participate this year. Mr. Cohen asked for a recommendation. It was the consensus of the EDTF to not participate this year.

C. Mr. Havar announced that the Township will be submitting a grant application to PennDOT via the FY 2015 Multimodal Transportation Fund (MTF) for the Elkins Park East Transportation and Pedestrian Improvement Project. Following discussion of support letters, Mr. Cohen made a motion to recommend support for this project; seconded by Mr. Pransky and unanimously accepted by the EDTF. The grant application is due September 24, 2014.

9. Other Business:

A. Mr. Cohen was asked if there had been any announcements regarding the PennDOT TAP grant application for Elkins Park West Streetscape Improvements. Mr. Havar said the Township has not received any response to date.

B. There was a brief discussion regarding fundraising for commercial district bike racks and/or decorative trash receptacles. It was the consensus of the EDTF to concentrate their fundraising efforts on special Township events rather than for streetscape amenities for the commercial districts.

10. Adjournment:

Mr. Cohen made a motion to adjourn the meeting at 8:20 p.m.



Bryan T. Havar
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, September 16, 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	charmar@usrealtycapital.com	Y
2	Dwight Pappas		X
3	Ken Mirsky		Y
4	Ben Pappas		
5	David Pappas		
6	DAVID KRATZER		
7	Fred Milbert		
8	DAVID COHEN		
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