Economic Development Task Force Meeting Minutes
Township Administration Building
October 21, 2014

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Maureen Haff, Charles Harmar, Dwight Pedro Lewis, Fred Milbert, Ken Mirsky, Sheila Perkins, and David Rosenberg. Staff present was: Bryan T. Havir, Township Manager. Guests present were: Karen Cilurso, Caryl Levin and Ruth Shaw.

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 September meeting minutes by acclamation.

3. ***Classic Towns Presentation*** by Delaware Valley Regional Planning Commission (DVRPC). Ms. Karen Cilurso described DVRPC's Classic Towns Program as a Cooperative Marketing Program for Greater Philadelphia (suburbs) communities promoting tourism and attracting new residents by highlighting livability, school systems and housing, etc. Currently nineteen communities pay a fee to participate in the program. The Program utilizes Realtor.com and Trulia.com, on-line residential sites for home buyers. Ms. Cilurso reviewed some statistics regarding page views, top site pages, rankings, GoogleAd Words, Traffic Overview and Eblast/Enews. Following discussion, members asked to have the number of website hits for the whole site as well as Cheltenham Township, and to move the center point on the walkability map on the Cheltenham page to Old York and Church Roads. Ms. Cilurso also offered that in addition to special events, businesses have an opportunity to advertise on the webpage. Ms. Cilurso offered some tips for increasing participation in the Classic Towns of Greater Philadelphia (CTGP) such as increase its presence on your website; use of your logo for linking, decals for businesses to use; mention Classic Towns membership when interviewed by media; add information to your main street or business marketing promotional materials or brochures and provide information to Classic Towns Program for an eblast or email alerts. Additionally, Ms. Cilurso will be offering a webinar for members to learn more about the program and CTGP will be rolling out a new social media promotional plan for retain storefronts in the near future. Ms. Cilurso provided Classic Towns

pins and decals for merchants to display in their storefront windows. Mr. Cohen suggested having a link to Classic Towns on the School District webpage.

4. *Committee Reports by Chairpersons*:

A. Design:

1.) **83 Limekiln Pike, Glenside (Wawa#111)** - *for façade and free-standing signage.* Following review by the EDTF, Mr. Cohen made a motion to recommend acceptance of the proposed signs as submitted and issuance of a Certificate of Appropriateness; seconded by Mr. Kratzer and unanimously approved by the EDTF.
2.) **433 W. Cheltenham Avenue, Elkins Park (All Stars Haircut)** – *for façade and free-standing signage*. The EDTF had concerns regarding the sign material and questioned whether the old signage print would be seen through the signage material when reversed. Mr. Cohen made a motion to have the permit application go back to Planning and Zoning Department for clarification; seconded by Mr. Kratzer 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 and has received some pledges.

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 did note the School Board did receive his presentation on a Municipal Authority proposal. The Board did not vote on this proposal and will not be advancing this concept. A discussion continued regarding contributions from non-profits in the Township. Mr. Havir stated that the Township has received voluntary contributions over the last fifteen years through an annual appeal. Mr. Havir also noted that the Board President has formed a new Alternative Revenue Committee which will be discussed further under New Business.

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

- District Liaison for Elkins Park East – Mr. Cohen reported that the CreekSide Co-Op held a third visioning session led by Caryl Levin at Keneseth Israel with 60 people in attendance.

The Co-Op is looking for ways to increase business at the Co-Op in an effort to increase revenue.

Mr. Cohen circulated a flyer for the Elkins Park East Fall Festival on November 8, 2014 to promote businesses in the District.

- District Liaison for Glenside – Mr. Haff reported that the First Food Festival held on October 9, 2014 between Easton Road and New Street featuring local restaurants with the focus to promote Glenside merchants was very successful. It was estimated that 1,200 people participated. Arcadia University helped with the public relations and the Police Department and Glenside Fire Department were very helpful. It was noted that The Glenside Fire Department was impressed with the event and expressed interest in working with the Downtown Glenside Community Group (DGCP) in connection with their Annual Open House in the future.

  The next event is Winterfest to be held on Friday evening, December 5, 2014. Several ideas have been suggested such as lighting trees on Wesley Avenue as a community service project and having a Festival Tree around the Train Station. Mr. Havir noted that SEPTA would have to agree to this suggestion. Ms. Haff noted that Arcadia University donated snowflake decorations to be installed on Easton Road from Waverly Road to Arcadia University area. The GDCP has purchased six small snowflake decorations for Glenside Avenue. Mr. Havir informed Ms. Haff that PECO has offered a donation of $500 for the Winterfest event to promote local business and should be acknowledged in any public relations material.

  Ms. Haff noted that the Roberts Block Restaurant is slated to open in November or December. Additionally, the property owner of the former Glenside Hardware space is actively working with a future tenant for this space (hopefully another hardware store).

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – No report.
- District Liaison for W. Cheltenham Avenue - No report.

5. ***Chairman's Report*:**

   A. Mr. Cohen reported that the Cheltenham Township Administration Building located at 2000 Ashbourne Road is for sale. The asking price for the building and land is $3 million.

   B. The Select committee continues to meet bi-monthly working on changes to the Draft Zoning Ordinance. The next meeting is October 27, 2014.

C. Mr. Cohen announced that there are three (3) one million dollar grants to support temporary art projects available from the Bloomberg Philanthropies Public Art Challenge for destination cities with a population of 30,000 or more. These grants celebrate creativity, enhance urban identity, encourage public/private partnerships and drive economic development.

6. Old Business:

A. *Old York Road Community Organization (OYRCO)* – Mr. Essoka reported that a revised draft for the Elkins Park Train Station Planting Plan is in the process of being finalized subject to review by SEPTA. The next steps would be to assign duties and responsibilities for Spring planting. Mr. Essoka mentioned the recent improvements to the traffic island in Elkins Park East and the plantings established by volunteers from the local businesses and High School Park.

7. New Business: No report.

8. Staff Report:

A. Alternative Revenue Committee – As a result of a recent Budget Workshop Meeting to review the 2015 Budget, Board President Portner formed a five member committee made up of three Commissioners and two Public-at-Large persons to discuss alternative revenue suggestions to offset difference between revenue and expenses. The Committee held its first meeting on October 21, 2014. A priority within the next thirty days is to meet with the largest top five non-profit institutional property owners (Arcadia University, Salus University, Einstein/Moss Rehabilitation, Jewish Federation and Temple University to determine if they would be willing to voluntarily contribute a larger portion of revenue under the Township's voluntary municipal services contribution program. The Township will be developing an approach to demonstrate a willingness to work together with the various institutions and ask them what the Township can do better to help further their goals as the Township continues to further its mission to promote Cheltenham's quality of life and charm,

education, good access to public transit and public transportation network, livability, greening and sustainability efforts and recreational amenities.

9. Other Business:

A. Mr. Havir was asked if there had been any announcements regarding the PennDOT Transportation Alternative Program (TAP) grant application for Elkins Park West Streetscape Improvements. Mr. Havir said there may be announcements around the time of the election on November 5, 2014.

10. Adjournment:

Mr. Cohen made a motion to adjourn the meeting at 8:38 p.m.

Bryan T. Hair
Township Manager

Submitted by:
Kathryn McDevitt

Meeting Attendance Sheet

Economic Development Task Force

Tuesday, October 21, 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	DAVID L. COHEN		Y
2	Sheila Perkins		Y
3	Dwight Pedro Lewis		X
4	Ken Mirsky		
5	Jonathan Estolka		
6	Caryl Levin		M
7	Maureen Hoff		
8	David Rowe		
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10	CHARLES HARMAP		
11	FRED MILBERT		
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