

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Jonathan Essoka, Charles Harmar, Dwight Pedro Lewis, Fred Milbert, Ken Mirsky.

Guest present: Ruth Shaw. Staff present was: Bryan T. Havir, Township Manager.

1. **Call to Order.** Vice Chairman Lewis called the meeting to order at 7:05 p.m.
2. **Approval of Minutes.** Mr. Lewis noted a clerical correction to the October 21, 2014 meeting minutes and made a motion to accept the October meeting minutes with the correction by acclamation.
3. **Classic Towns Greater Philadelphia.** Mr. Havir noted that following last month's meeting, Ms. Cilurso, DVRPC, updated the website by moving the center point on the walkability map on the Cheltenham page to Old York and Church Roads and Elkins Park East advertised their fall event on the Classic Towns calendar. The members continued to discuss the information regarding website stats previously offered by Ms. Cilurso and still concluded that Classic Towns was not generating much value added benefit to the Township. Mr. Havir noted that Ms. Cilurso will be hosting a webinar on November 20, 2014 for members to learn more about the program and how those can use the site to get more from the program. An e-mail will be sent out to members regarding an RSVP and link to the webinar. The Township Information Officer will also participate in the webinar. Any new information learned will be reported back at next month's meeting.

4. **Committee Reports by Chairpersons:**

A. **Design:**

- 1.) **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. Planning and Zoning Department contacted the Owner for clarification. The owner responded that the sign material would be painted aluminum. The EDTF was doubtful that the old signage print would not show through the backlit material and did not concur with the applicant's explanation. Those in attendance voted not to recommend issuance of a Certificate of Appropriateness.
- 2.) **417 W. Cheltenham Avenue, Elkins Park (Eliakim Realty) – for façade signage.** The EDTF had concerns regarding colors and logo. Following discussion, EDTF recommended that Planning and Zoning staff should ask for evidence of a corporate logo and verify the

corporate colors. The EDTF would recommend issuance of a Certificate of Appropriateness upon verification of corporate logo and corporate colors. If no evidence is produced regarding the logo, then it is recommended that the proposed color scheme of the sign be similar to the existing facade signage on front of building.

**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 and continues to solicit pledges.

**C. Economic Restructuring: Recruitment/Retention** – Mr. Cohen was not present and Mr. Lewis 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 – Mr. Cohen was not present to make his report.
- District Liaison for Glenside – Ms. Haff was not present to make her report. Mr. Havar reported on Commissioner Sharkey and Ms. Haff's behalf regarding the Winterfest Event on December 5, 2014. PECO has supported the event with a \$500.00 donation. Permanent LED lights have been installed on the Wesley Plaza street trees by a private contractor. Receipts for this work have been submitted to the Township. A special tree lighting ceremony will held at the northwest corner of Easton and Glenside Avenue.
- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Mirsky reported that a drop-off clothing bin is located on the Getty Station property at Old York and Stahr Roads and it is inappropriate for the commercial district. A sandwich sign-board is still present on the property and in violation. Mr. Havar will relay information to the Zoning Officer.
- District Liaison for W. Cheltenham Avenue - No report.

5. *Vice-Chairman's Report*: - No report.

6. *Old Business*:

A. *Old York Road Community Organization (OYRCO)* – Mr. Essoka reported that the next

meeting is scheduled for the second week of December to discuss a revised draft for the Elkins Park Train Station Planting Plan.

**7. *New Business: No report.***

**8. *Staff Report:***

*A. Alternative Revenue Committee* – Mr. Havar updated the EDTF that he and Board President Portner have met with several non-profit institutional property owners including Salus University, Einstein Hospital and Arcadia 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.

*B. Update on Transportation Alternative Program Grant* - Mr. Havar informed the EDTF that the Township was awarded a PennDOT (TAP) grant in the amount of one million dollars for Elkins Park West Streetscape Improvements.

*C. Update on EDTF 2015 Meeting Schedule* – Mr. Havar reported that arrangements have been made for the April 21, 2015 and September 15, 2015 meetings. Suggested locations for the May 12, 2015 meeting were the community room of Elkins Park Square Shopping Center or the Elkins Park Train Station, and for the October 20, 2015 meeting, the community center at Lynnewood Gardens Apartment Complex. Mr. Havar will reach out to the owners of these facilities to try to coordinate these meetings for 2015. The EDTF District Liaisons requested marketing materials be provided for these meetings.

**9. *Adjournment:***

Mr. Lewis made a motion to adjourn the meeting at 8:00 p.m.



Bryan T. Hair  
Township Manager

Submitted by:



# Meeting Attendance Sheet

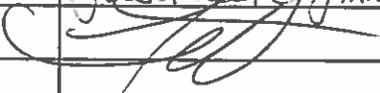
## Economic Development Task Force



Tuesday, November 18, 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	Dwight Pedro Lewis		X
2	CHARLEY HARMAR	CHARMAR@USREALTYCAPITAL.COM	Y
3	Jonathan Essaka	jessoka27@gmail.com	Y
4	FRED MILBART		Y
5	Ken Nisky		Y
6	BRAD PENNSKY	BRAD@DNTZ.COM	Y
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