

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Charles Harmar, Kenneth Mirsky. 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 requested that it be noted that Mr. Pransky was in attendance at the November 18, 2014 meeting and made a motion to accept the November meeting minutes with the correction by acclamation.

3. **Committee Reports by Chairpersons:**

A. **Design:**

- 1.) **417 W. Cheltenham Avenue, Elkins Park (Eliakim Realty) – for facade signage.** Mr. Havir reported that Eliakim Realty produced evidence of a corporate logo and colors and, therefore, a Certificate of Appropriateness was granted.

B. **Organization & Development – No report.**

C. **Economic Restructuring: Recruitment/Retention – No report.**

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

1) **Status on EDTF 2015 Meeting Schedule –** Mr. Havir reviewed the updated locations and meeting dates with the EDTF members. Upon review, Mr. Cohen noted that September 15, 2015 was part of a high holy holiday. The EDTF members recommended Thursday, September 17, 2014 as an alternative meeting date at Rowland Community Center. Township Staff will check with Rowland Community Center for availability. Mr. Harmar stated that he looked forward to visiting the various meeting locations.

- **District Liaison for Elkins Park East –** Mr. Cohen noted that Mr. Bassman was developing a website for the Elkins Park East businesses which should go live next year. The website address is ElkinsPark.net.

Mr. Cohen noted that he had submitted an application for Elkins Park East to the American Planning Association for 2014 Great Places in Pennsylvania. He was notified

that Elkins Park East was not selected this year. In addition, Mr. Cohen had discussed filing an application with the Bloomberg Philanthropies Public Art Challenge but upon review by the art organizations, White Pines Productions and Turtle Tours, it was decided there was no viable property in Elkins Park East.

CreekSide Co-Op will hold a meeting on December 11, 2014.

- District Liaison for Glenside – Ms. Haff was not present to make her report.
- District Liaison for East Cheltenham Avenue – Mr. Cohen asked about the status of the sale of Cheltenham Square Shopping Center.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Mirsky had no report.
- District Liaison for W. Cheltenham Avenue - No report.

#### **4. Chairman's Report -**

*A. Select Zoning Code Committee* – Mr. Cohen reported that the work on the draft Zoning Code is completed and the committee expects to reconvene in January one more time and then present to the Board of Commissioners some time next year. Changes to the draft ordinance incorporate some comments from the four community meeting earlier this month with the focus looking at mixed use opportunities along the major corridors and larger parcels, remapping, flexibility and consistency with boundaries, especially Abington Township along the Township Line Road Boundary. Discussion continued about the draft Local Landmark Ordinance and its status.

Mr. Havir noted that John Cover and Eric Jarrell, Planners for the Montgomery County Planning Commission, will work with the Township on the draft Zoning Code through its adoption in 2015. In addition, a Junior Planner will be present at the Planning Commission Meetings. It was noted that MCPC Planners were also working with Abington Township on its draft Zoning Ordinance.

*B.* Mr. Cohen will be attending Delaware Valley Regional Planning Commission's Annual Meeting on Thursday, December 11, 2014.

#### **5. Old Business:**

A. *Old York Road Community Organization (OYRCO)* – Mr. Cohen reported that Ruth Shaw was recently hired as a part-time employee to help foster that committee’s mission.

**6. Staff Report:**

A. *Eastern Montgomery County Chamber of Commerce* – Mr. Havir reported that he received an invoice for 2015 membership dues which are due by the end of December. Mr. Cohen made a motion to recommend approval of 2015 EMCCC membership dues in the amount of \$195.00 by acclamation.

Discussion regarding the Business Resource Information Center (BRIC), which is a resource of advice for new businesses and making new business connections ensued. Cheltenham Township has not been part of the BRIC process. Mr. Cohen will be the next chairman of BRIC.

B. *Greater Glenside Chamber of Commerce (GCCC)* – Mr. Havir reported that he received an invoice for 2015 membership dues offered at a discount if paid before the end of 2014. Mr. Cohen made a motion to recommend approval of the 2015 GCCC membership dues in the amount of \$81.00 by acclamation.

C. *Update on Transportation Alternative Program (TAP) Grant* - Mr. Havir 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 in the area of Old York and Church Roads. Mr. Havir reached out to Gannett Fleming, the engineering firm that originally worked on the Elkins Park West Streetscape Preliminary Plans, to assist with modifying bid documents, working through the PennDOT EMCS system; analyzing bids and for construction oversight and management. A recommendation for a professional services contract will be discussed at the Public Works Committee meeting on December 10, 2014. The project is being fast tracked and a kick-off meeting has been scheduled for December 15, 2015 where Staff, Delaware Valley Regional Planning Commission (DVRPC), PennDOT and Gannett Fleming will be present to discuss project which is expected to be completed by 2016.

*D. Status Report on Municipal Map Publications* – Mr. Havir reported that Staff met with the marketer for the publication. Their approach is similar to Citi Maps in selling ads; however, they would bring back the map to the Township for mailing to residents rather than to businesses whereas Citi Maps did not require the Township to mail out the publication. Although the Municipal Map Publications is a much better final end product; there is no money in the budget for postage to mail these maps. The marketer will go back to the hierarchy at Municipal Map Publications to determine if the company will consider mailing out the publications and report back to the Township.

*E. Cheltenham Village Commercial District* – Mr. Havir noted that he was contacted by a business man, Roy Hollinger, who along with some other business owners has a vested interest in the District, to discuss re-instituting the Cheltenham Village Business Association. Mr. Havir would like to set up a meeting in the early part of next year to discuss this matter. Mr. Cohen indicated he would only be available in the early morning or late afternoon to meet.

Mr. Havir stated that funds have been earmarked in the 2015 capital budget for developing a streetscape design in the Cheltenham Village Commercial District and the administration will work on letting an RFP for purposes of hiring an engineering consultant in the early part of next year.

## **7. Announcements:**

Mr. Havir announced that the Board of Commissioners waived parking meter fees for shopping at Cheltenham Township businesses on Saturdays in December in all commercial districts in the Township. District Liaisons were asked to help get the word out (See attached).

Mr. Havir stated that he recently met with Eastern Sign Tech who originally contracted in 2009 to furnish Township way-finding and gateway signage to close out the project. Eastern Sign Tech will also furnish a proposal for new entrance signage for the 8230 Old York Road campus.

Mr. Havir noted that DVRPC has provided the Township with a new publication, entitled *The Pop-Up Economy*. A copy of which is available for each EDTF member.

**8. Adjournment:**

Mr. Cohen made a motion to adjourn the meeting at 7:58 p.m.



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Bryan T. Hair  
Township Manager

Submitted by:  
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, December 9, 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 C. COHEN		Y
2	Ken Mirsky		Y
3	Charley Harman	CHARMAR@USREMLTYCAPITAL.COM	Y
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