

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Laurie Hawkins David Kratzer, Dwight Pedro Lewis, Fred Milbert, Brad Pransky. 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. **Reorganization** – At the request of the Chairman, Election of Officers will be held on March 17, 2015.
3. **Approval of Minutes.** Mr. Cohen made a motion to accept the January meeting minutes by acclamation.
4. **Committee Reports by Chairpersons:**

A. Design:

- 1.) **200 Ryers Avenue, Cheltenham Village (Blend Lab Groom Society)** – *for facade signage.* It was the consensus of the EDTF to recommend to the Building and Zoning Committee acceptance of the proposed sign and issuance of a Certificate of Appropriateness, as long as it is not an internally illuminated sign and the overall dimensions are within the zoning requirements.
- 2.) **128 S. Easton Road, Glenside (MUSE Hair Studio)** – *for façade and awning signage.* The EDTF expressed concerns about the total allowable area of signage included in the facade signage, awning signage, door and window area on the front of the building. The EDTF requests that the Director of Planning and Zoning review the total amount of signage to determine that it does not exceed limits of square footage allowed in zoning code. It was the consensus of the EDTF to recommend to the Building and Zoning Committee acceptance of the sign and issuance of a Certificate of Appropriateness, upon the condition that the signage meets zoning code requirements for total allowable square footage limits.
- 3.) **258 S. Easton Road, Glenside (Speedway, formerly Hess Gas Station)** – for replacement (name change only) of three signs, one free-standing sign, facade and canopy signage. It was the consensus of the EDTF to recommend to the Building and Zoning Committee that the practice has been for signage to have white background and dark letters. Therefore, the applicant's color scheme should be reversed.

B. Organization & Development – Mr. Milbert reported that he was reviewing the Fundraising Package of materials for Special Events. Following his review, letters will be sent to local banks, lending institutions and other business establishments for event sponsorships.

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen stated that he will continue to look at the Township Business Directory to see what data is currently available, and also check with the Tax Collector for information to determine if we should start anew with the directory.

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

- District Liaison for Elkins Park East – Mr. Cohen noted that the businesses in the Elkins Park East Commercial District are in the process of forming their own business association. In conjunction, Cliff Bassman has invited Commissioner Simon to a meeting to discuss how to promote the businesses through advertising, the Elkins Park East website and Facebook.

Discussion ensued regarding the idea of additional signage at Old York Road and Church Road and Stahr Road to direct traffic to the Elkins Park East businesses. Mr. Havir will discuss with Gannett-Fleming about the feasibility of looking at preliminary design plans or a traffic study evaluation during the process of developing the final streetscape plans for Phase I scope of work under the Transportation Assistance Program grant. Most likely PennDOT approval would be necessary. Additional signage location suggestions included signs at Stahr Road, Spring Avenue, then signs into and through the neighborhood and one near the Elkins Park Train Station.

Also, CreekSide Co-op has been successful in their negotiations with the USDA to reduce debt service payments on their current loan.

- District Liaison for Glenside – Ms. Hawkins reported that the Downtown Glenside Community Partnership met recently. Ms. Hawkins is currently working on plans for forming a 501c3 for fundraising. Mr. Cohen indicated that Commissioner Sharkey is hopeful that a restaurant could move into the vacant hardware space on South Easton Road. Mr. Cohen noted that Roberts Block is moving along.
- District Liaison for East Cheltenham Avenue – Mr. Cohen asked about the status of the sale of Cheltenham Square Mall. Mr. Havir reported there has been no additional information since last reported at last meeting except for the deed transfer did appear on the last month's report and the property sold for \$29 million.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – No report.
- District Liaison for West Cheltenham Avenue – No report.

5. *Chairman's Report* –

A. Mr. Cohen reported the Select Zoning Committee met again and is close to wrapping up. The Committee met with Arcadia University and had a good conversation regarding a campus overlay district. Final revisions and final questions have been asked. The draft zoning code ordinance should move to the Building and Zoning Committee by April. The County will need an opportunity to incorporate changes in the documents and a meeting scheduled with the County for presentation.

6. *Old Business:*

A. *Old York Road Community Organization (OYRCO)* – Mr. Essoka was not present to offer his report.

B. *Discussion of re-instituting "Hit the Bricks" Program* - Mr. Havir shared with the members the 2008 program tri-fold used for fundraising for streetscape amenities such as benches, trees, etc. This brochure was also discussed at an Alternative Revenue Committee meeting. He asked the EDTF to review the tri-fold for consideration of the Elkins Park West Streetscape Implementation Project. This program was successful in raising \$20–25,000 over a three-year period for the Wesley Plaza and Easton Road Streetscape Project. Mr. Havir stated that if the EDTF recommended supporting this program, the focus would be on the Elkins Park Library Entranceway for trees, benches and colored concrete. As Gannett –Fleming fine tunes the construction plans, an actual count of benches and trees will be established for this program and the information brought back to EDTF for discussion sometime this summer.

7. *New Business – None*

8. *Staff Report:*

A. *Status Report on Municipal Map Publications* – Mr. Havir reported that the Board of Commissioners directed Staff to forego producing the City Map this year and place their efforts in selling ads for the Township calendar. Discussion ensued regarding the format/placement for the ads in

the calendar and the timing of securing ads for the current issue, as well as effort needed to promote ads for the next issue. Cost for the various sizes of display ads were discussed and Mr. Havir agreed to forward the recent press release regarding calendar ads to the members. Mr. Pransky offered to work with the Public Information Officer.

B. Discussion regarding the format for the four (4) advertised off- site EDTF meetings in 2015.

The members discussed the Agenda for the first meeting in April at Glenside Hall for Glenside business owners with Commissioner Sharkey. Township marketing materials will be made available. This will be discussed in more detail at the March meeting.

9. Adjournment:

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


Bryan T. Hair
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, February 17, 2015, 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		Y
2	Laurie Hawkins		Y
3	DAVID L. COHEN		Y
4	FRED MILBURN		Y
5	Ben Tranter		Y
6	DAVID KRATZER		Y
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			